

MEMPHIS TOURISM

CUSTOM EMAIL SPECIFICATIONS



CUSTOM EMAIL

- > **Title:** up to 30 characters (with spaces)
- > **Body Copy:** up to 270 characters (with spaces)
- > **Photo:** .jpg
 - 600 pixels width x 330 pixels height
 - Best practice recommends that you do not include logos or text in your main image. However, in the event you choose to do so, any text or logo must fall below the top 100 pixels of your image in order to avoid overlap with the Memphis header logo.*
 - Include signed photo release form
- > **Link Text:** (Call to action) up to 10 characters (with spaces)
- > **Click-Through URL:** unlimited characters

COLOR SPECIFICATIONS & RESOLUTION

All colors used must be RGB or Index (web safe recommended)

All photos and graphics must be RBG or black and white

All images, graphics and logos must be 72 dpi

PRODUCTION SERVICES

Design services are available upon request.

*The top 100 pixels of your image should be free of text, whether layered or visible in the image itself.

Supplying Electronic Materials, email ads to:
Cynthia.Hazell@milespartnership.com

Production Contact:

CYNTHIA HAZELL-CUTCHIN

800-683-0010

Cynthia.Hazell@milespartnership.com