

### 100% Share of Voice Email

**Subject Line:** 50 character limit, including spaces

**Headline:** 40 character limit, including spaces

**Copy:** 470 character limit, including spaces

**Hero Image Size:** 610px (w) x 400px (h) (JPG). Include your logo on the hero image.

**Call-to-Action:** 15 character limit, including spaces. Direct readers to your URL for more information.

**URL:** URL is NOT included in the character count

### Creative Tips

- **Hero image:** Choose your most powerful, eye-catching image.
- **Headline:** Should attract attention and deepen your story.
- **Body:** Tell the reader who you are and why they can't miss staying with you; and then tell a deeper story about the experience they will have so they can picture themselves there. Make your call to action very compelling.

### Deadline

Materials are due three weeks prior to the deployment date.

### Supplying Electronic Materials

**Save your file upon completion of all text boxes.**

Email content to [Katie.Phillips@MilesPartnership.com](mailto:Katie.Phillips@MilesPartnership.com)

Please also send a copy of your materials to your sales rep: [Abby.Siegel@MilesPartnership.com](mailto:Abby.Siegel@MilesPartnership.com)

**It's the most wonderful month of the year**  
For 31 straight days, there are special things to do, taste, and discover all across the state. In the Philadelphia area, look for happy hours featuring PA wines at local bars throughout the month. Visit [PAWineMonth.com](http://PAWineMonth.com) for a full event listing, to get tasty local pairing tips, and to meet the winemakers who are taking PA wines to a whole new level.

**GET MORE**

**Follow Us!**

This Happy Thought is brought to you by the Pennsylvania Wine Association.  
Copyright © 2017 by Pennsylvania Tourism Office. For more information, call 1.800.847.4872. All rights reserved.  
Commonwealth Keystone Building, 4th Floor, 400 North Street, Harrisburg, PA 17120

Share this email:

Manage your preferences | Opt out using TrueRemove™  
Got this as a forward? Sign up to receive our future emails.  
View this email online.

400 North Street 4th Floor  
Harrisburg, PA 17120 US

This email was sent to keborner@pe.gov.  
To continue receiving our emails, add us to your address book.

powered by **emma**