

Custom Dedicated eNews

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).

Call-to-Action: 15 character limit, including spaces.

URL: URL is NOT included in the character count

Creative Tips

- **Hero image:** Choose your most powerful, eye-catching image. You may include your logo on the hero 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.

Photo Guidelines

- All images must be native, without text/graphic/logo
- All colors used must be RGB or Index (web safe recommended)
- All photos and graphics must be RGB or black and white
- All images must be bright and clear, with no logos, filters or added text

A Hero Image

C Copy

B Headline

D Call-to-Action

Supplying Electronic Materials

Save your file upon completion of all text boxes.

Email content to Jairo.Flores@MilesPartnership.com