

## CUSTOM CO-OP ADVERTISER EMAIL

### The Program

Perfect for destinations, statewide interest (find ski or winery parterers), or event-driven offers, a co-op email allows you the opportunity to participate at a co-op rate and to align your message with key umbrella messaging around your city, region, interest or events.

### Specs:

- 1) Main Offer Headline Text (Up to 47 characters including spaces):  
*Compelling and descriptive*
- 2) Main Image (652 pixel x 335)
- 3) Main Call to Action (Up to 21 characters including spaces):
  - *Mention something that makes the venue/offer appealing*
  - *Provide a strong call to action*
- 4) Main Body Text (Up to 215 characters including spaces):
- 5) URL for Link (URL is NOT included in the character count):

### Advertiser #1

- 1) Offer Headline Text (Up to 30 characters including spaces):  
*Clear and descriptive*
- 2) Body Text (Up to 491 characters including spaces):
  - *State your name and deal clearly within first paragraph*
  - *Consider making deal exclusive to readers*
  - *Include at least one hyperlink in body (see #4)*
- 3) Image (136 pixel x 123 pixel)
  - *All images must be either a JPG or GIF.*
  - *All images, graphics and logos must be 72 dpi.*
- 4) URL for Link (URL is NOT included in the character count):

### Advertiser #2

- 1) Offer Headline Text (Up to 30 characters including spaces):  
*Clear and descriptive*
- 2) Body Text (Up to 491 characters including spaces):
  - *State your name and deal clearly within first paragraph*
  - *Consider making deal exclusive to readers*
  - *Include at least one hyperlink in body (see #4)*
- 3) Image (136 pixel x 123 pixel)
  - *All images must be either a JPG or GIF.*
  - *All images, graphics and logos must be 72 dpi.*
- 4) URL for Link (URL is NOT included in the character count):

### Advertiser #3

- 1) Offer Headline Text (Up to 30 characters including spaces):  
*Clear and descriptive*
- 2) Body Text (Up to 491 characters including spaces):
  - *State your name and deal clearly within first paragraph*
  - *Consider making deal exclusive to readers*
  - *Include at least one hyperlink in body (see #4)*
- 3) Image (136 pixel x 123 pixel)
  - *All images must be either a JPG or GIF.*
  - *All images, graphics and logos must be 72 dpi.*
- 4) URL for Link (URL is NOT included in the character count):

