

VISITPHILLY.COM



CUSTOM ADVERTISER EMAIL

The Program

It's all about you. The 100% SOV Custom Email focuses solely on your business, destination or event, driving all clicks to your website. We know that 52% of American travelers are still actively seeking deals. Drive immediate conversion by broadcasting your offer to visitors.

Specs:

- 1) Offer Headline Text (Up to 20 characters including spaces):
Compelling and descriptive
- 2) Main Image (652 pixel x 335 pixel)
- 3) Image Call to Action Text (Up to 38 characters including spaces):
 - *Mention something that makes the venue/offer appealing*
 - *Provide a strong call to action*
- 4) Headline Text (Up to 20 characters including spaces):
- 5) Body Text (Up to 647 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*
- 6) Box Call to Action (Up to 21 characters including spaces):
 - *State Deal*
 - *Strong call to action*
- 7) URL for Link (URL is NOT included in the character count):
- 8) Optional Body Image (194 pixel x 236 pixel)

Submit Materials To:
Vicky Shoemaker
Advertising and Data Manager
Vicky.Shoemaker@milespartnership.com
303-867-8240



Deadline

Materials for an ad produced by Miles are due 15 business days prior to the campaign start date (date ad goes live).

- For all ads, please include a URL for the links.
- All images must be either a JPG or GIF.
- All colors used must be RGB or Index (Web safe recommended).
- All images, graphics and logos must be 72 dpi.

Production Services
• **Design production is available.** Contact your Advertising and Data Manager.

Supplying Electronic Materials
• Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.

The screenshot shows an email layout for 'Treasures from Korea: Arts and Culture of the Joseon Dynasty, 1392-1910, March 2-May 26, 2014'. The email header includes 'VISIT PHILADELPHIA' and navigation links 'THINGS TO DO' and 'PLAN YOUR TRIP'. A promotional banner reads 'ONCE IN A LIFETIME EXPERIENCES... ONLY HAPPEN ONCE'. The main content features a large image of the exhibition with a play button icon. A callout bubble points to this image, stating 'Giant billboard image for branding'. Below the image is a text block with a 'HERE TO WATCH THE EXHIBITION TEASER VIDEO' link. Another callout bubble points to this link, stating 'Multiple call-to-action buttons to drive clicks'. The email body contains detailed text about the exhibition, including a description, a video teaser, and ticket information. At the bottom, there is a red button labeled 'COMPLETE EXHIBITION DETAILS & TICKETS'.