



MONTHLY ENEWSLETTER

The Program

Our monthly eNewsletter reaches 120,000+ opt-in subscribers with three compelling editorial stories each month. Our diversified suite of advertising options are built to meet any budget and objective. Place your message according to when you need exposure or align your message with relevant editorial.

FEATURED CONTENT

Tell your story with a Featured Content unit. This unit is integrated into the editorial articles on the eNewsletter, positioning your offering as a not-to-be-missed experience.

Creative Tips

- Use a powerful image, catchy headline, short and clear copy.

- 1) Headline Text (Up to 45 characters including spaces):
Compelling and descriptive
- 2) Subhead Text (Up to 55 characters including spaces):
- 3) URL for Link (URL is NOT included in the character count):
- 4) Image (479 pixel x 311 pixel)

FEATURED PARTNER

Tell your story with a Featured Partner unit. This unit is integrated into the editorial articles on the eNewsletter, positioning your offering as a not-to-be-missed experience.

Creative Tips

- Use your headline to attract attention and your copy to sell further.
- Include a call-to-action

- 1) Headline Text (Up to 32 characters including spaces):
Compelling and descriptive
- 2) Subhead Text (Up to 35 characters including spaces):
- 3) Body Text (Up to 100 characters including spaces):
 - *Body text should include one hyperlink*
 - *Body text should be clear on what the deal is (recommended to include value statement or incentive)*
- 4) URL for Link (URL is NOT included in the character count):
- 5) Image (130 pixel x 146 pixel)

FEATURED DEAL

Drive conversion with our Featured Deal program. Broadcast your packages or offers with our Featured Deal unit.

Creative Tips

- Body text should be clear on what the deal is - inclusion of values statement or incentive is recommended.
- 1) Headline Text (Up to 26 characters including spaces):
 - 2) Body Text (Up to 176 characters including spaces):
 - 3) URL for Link (URL is NOT included in the character count):

Deadline

Supplied and third-party served ads are due 10 business days prior to the campaign start date (date ad goes live).

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

Production Services

- **Ad 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.
- All colors used must be RGB or Index (Web safe recommended).
- All images, graphics and logos must be 72 dpi.
- All images must be either a JPG, GIF.

The screenshot shows a mobile-optimized eNewsletter layout. At the top, there's a 'PHILADELPHIA' header with a 'THINGS TO DO' button. Below are several content units:

- SPONSORED CONTENT:** 'Get Away to Philly!' with a 'READ MORE' button.
- A Quick-Tastic Tour!** with a 'READ MORE' button.
- FEATURED EVENTS:** A grid of event cards including 'Rittenhouse Row Spring Festival', 'Strawberry Festival at the Parkway', and 'Ganglia Kaha at the Franklin Institute', each with a 'READ MORE' button.
- Featured Partner:** A callout box pointing to a 'Rittenhouse Row Spring Festival' card.
- Featured Content:** A callout box pointing to an 'Exclusive Independence After Hours Tours' card.
- Featured Deals:** A callout box pointing to a 'Park & Stay Parking' card.
- Other cards:** 'Pay Your Birth Year at Shervette Philadelphia University City', 'Philly History Redefined', and 'LIVINGHOURS'.

 The bottom of the page features social media icons and a footer with 'Miles marketing destinations' and 'Submit Materials To: Vicky Shoemaker Advertising and Data Manager'.