

premiereBIRMINGHAM

The Southeastern Beauty Event

2019 EMAIL EXCLUSIVE MARKETING SPECIFICATIONS

DEADLINE

Materials are due 2 weeks prior to distribution date.

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

Exclusive Email (Image or HTML):

- Ad
- Website Link
- Subject Line
- Preheader Text

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPEG, PNG, or GIF ONLY
- Static design ONLY no animations

HTML EXCLUSIVE EMAIL BLAST

Please send the following:

- HTML file including all HTML resources
- Images and URL(s) in the proper location
- Use inline CSS
- Combine all materials into a Compressed (zipped) Folder .zip

TECHNICAL QUESTIONS

Elise Killebrew

Multimedia Designer

407-265-3131 x140 or 800-335-7469 x140

elise@premiereshows.com

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

gretchen@premiereshows.com

GUIDELINES

TYPE	WIDTH	HEIGHT
IMAGE	500px	800px
HTML	600px	1200px max

HELPFUL HINTS

It is recommended email marketing creative and verbiage should connect and engage attendees to your presence at the show, showcasing what your company will be doing or offering at the show.

Samples include:

- What discount will you offer at your booth?
- What exciting activities or education will you be conducting?
- What new products would they be able to try or buy?
- Its always a good idea to include a call to action such as “click here” or “click now”.

To avoid delays in load time be sure to follow the guideline sizes above. If needed the official Premiere Birmingham Logo is available for download here.

HTML BEST PRACTICES

- Use basic, cross-platform fonts such as Arial, Verdana, Georgia and Times New Roman.
- Assume images will be initially blocked by email clients, or that certain images-background images, for example-will completely fail to load.

PLEASE NOTE

Your email will be distributed to 19,000 (data as of 10/24/2018). A copy of the email blast will be provided to your email address upon distribution.

SAMPLE

EXCLUSIVE EMAIL

500px x 800px



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Daniel Mason-Jones
SalonCentric EDUCATION



Jules Molina
Summit Salon BUSINESS CENTER



Lynn Winsell
StyleNet



Stephan Thompson
BIZ LINK

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