



# DEDICATED EMAIL BLAST

Accepted File Types: HTML (recommended), JPG, PNG

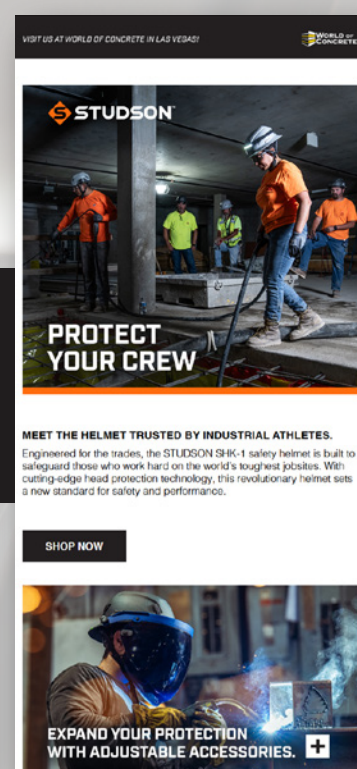
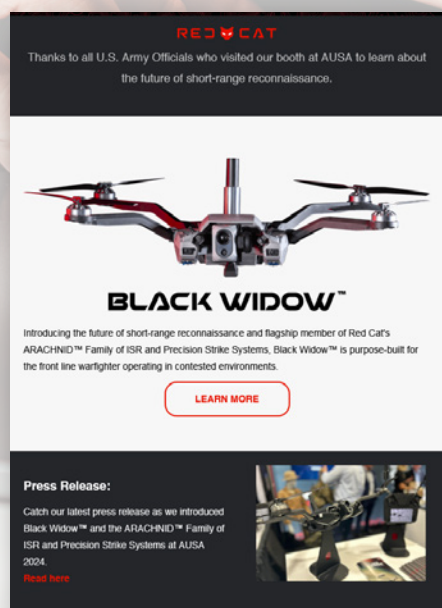
Dimensions: 640 × Unlimited pixels (width × height)

- ✓ Include: Images from HTML file in separate folder (all images must match dimensions & names in HTML), ONE link for PNG & JPEG files, Subject Line to be utilized.
- ✗ Avoid: • Stylesheets and JavaScript in HTML files (can cause layout issues) • HTML exported from InDesign (not supported)

Promote your brand and reach a targeted audience with a custom-designed email, complete with your messaging and links, delivered to thousands of opt-in, industry-specific subscribers\*. Whether preshow or post event, your message lands at the perfect time and we provide performance statistics to help you measure results.

*\*Excludes official attendee list*

Email Blasts typically include descriptive text, product images, and company info. For preshow emails, ensure your booth number is included. Refer to the examples for inspiration.



## Alternative HTML Submission Option

If you prefer, you can submit a Word document (200-500 word limit, recommended) and a header image, and we'll format it into HTML for you.

## Delivery & Turnaround

Email Blasts are deployed over a 24-hour period to optimize deliverability and engagement rates.

## Design Assistance

We're here to help you! For a fee of \$150, we can create your Email Blast. Feel free to reach out to us at [sgmedia@sourceg.net](mailto:sgmedia@sourceg.net) for further details.