

# Casual Living®

eBlast EMAIL ADVERTISING

Have you been considering advertising via email?

Not sure of the most effective way to promote your company and products?

## It's A Fact:

Email marketing is one of the most cost-effective and powerful marketing tools available to businesses of all types and sizes. It gives your brand an edge in a tough market. Daily, weekly, or monthly emails will keep your brand in your target audience's mind.

## What is an eBlast anyway?

An eBlast is our digital version of direct mail. This targeted program allows you complete flexibility in messaging and timing. Show your story through compelling graphics, along with your own call-to-action aimed directly at retailers and manufacturers.

## Technical Specs for eBlasts

We accept the following file types: .gif, .jpg/.jpeg, .pdf  
Images should be no larger than 900 pixels wide and 72 dpi

You can also provide a completed HTML document

## 2010 Rates

**\$1500**

\*Please note – rates are increased during markets. Please contact your sales representative for quote.



To find out more information:

Norman Hamilton, Publisher | 336-605-3790 | norman.hamilton@reedbusiness.com  
Kathy Humble, Sales Administrator | 336-605-3783 | kathy.humble@reedbusiness.com

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## eBlast INFORMATION SHEET



### Required documents for all 3rd party eblasts:

1. Email Deployment Agreement (4 pages)
2. Statement Regarding Opt-Outs (1 page)
3. Elist Advertiser Indemnity Form (1 page) (this form is ONLY required if the advertiser is providing their own email list to deploy to)

### Accepted Formats:

Jpg/Jpeg

Gif

PDF

HTML (if providing this format, please submit COMPLETE HTML file)

There are no file size limitations, but eBlasts work best if no larger than 900 pixels wide (all image files should be saved at 72 dpi)

### What the best days for us to deploy our eBlast?

Our experience has shown that the best days to send an eBlast are Tuesdays thru Thursdays. Although these are the best days, we can deploy 3rd party eBlasts Monday thru Sunday.

When submitting your eBlast materials, please include the following information:

1. Subject Line for your eBlast (Call-to-action)
2. Email addresses of those individuals within your organization who should receive TEST deployment
3. Linking URL (web address) your eBlast should link to

(NOTE: you can provide more than one linking URL – they will be set as “hot links” within your creative)

### Can we create eBlasts for you?

Yes we can! You provide creative images, verbiage, and any other pertinent information, and we'll do the rest. There is a \$75/hour charge for this service.

**Please submit all signed contracts via fax to:**

336-605-1143

Attn: Missy Axe

**Please submit creative materials to:**

Missy Axe

maxe@reedbusiness.com

336-605-1005