Overview

All emails are coded and designed on an HTML template. We cannot offer spec or accept camera ready eblasts.

The emails use a custom configuration of the available modules shown below. Some modules are required such as the Pre-Header and Logo. Other modules, such as the Footers for Social Media or Navigation, are not required.

Available fonts are standard system fonts such as Arial, Helvetica, and Times New Roman. Email does not support fonts outside of standard system fonts. For imagery, please provide high resolution photos if possible.

Lastly, emails are customizable for the client. Requested emails do not need to follow the email gallery examples.

Modules

Pre-Header

Pre-Header   <u>View in Browser</u>

- Pre-Header should be around 75 characters.
- View in browser is pre-populated.

Logo

Logo - min 200px wide

Navigation

Nav 1 | Nav 2 | Nav 3 | Nav 4

Limit to four navigation links.

Full-Width

**Image
min 1200px wide**

- Hero Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for this module. If multiple clickthroughs are needed, provide each one.

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. Etiam bibendum mauris id tortor pretium, non laoreet nunc mollis. Integer lobortis eu purus ac congue. Sed semper magna ut tellus commodo egestas ut quis.

CTA

Right Sidecar

- Hero Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for this module. If multiple clickthroughs are needed, provide each one.

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. Etiam bibendum mauris id tortor pretium, non laoreet nunc mollis.

CTA

Image
min 526px wide

Left Sidecar

- Hero Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for this module. If multiple clickthroughs are needed, provide each one.

Image
min 526px wide

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. Etiam bibendum mauris id tortor pretium, non laoreet nunc mollis.

CTA

Multi Column

Ranges from two to four columns. Each column includes the following:
- Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for each column.

Image
min 526px wide

Image
min 526px wide

Image
min 526px wide

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. mollis.

CTA

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. mollis.

CTA

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. mollis.

CTA

Footer

Includes optional and required features:
- Footer Navigation (optional)
- Copy (optional)
- Address (required)
- Social Media links (optional)

Address | City | State & Zip Code

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Example

Email modules are customizable to client needs. Below are the modules found in the example to the right. Use the numbers to locate the module.

1. Pre-Header

2. Logo

3. Navigation

4. Full-Width

5. Right Sidecar

6. Left Sidecar

7. Multi Column

8. Footer