

premiere PHILADELPHIA

2018 EMAIL MARKETING BANNER SPECIFICATIONS

DEADLINE: FRIDAY, AUGUST 10

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

Banner Email (Image):

- Ad
- Website Link

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 style attributes
- Combine all materials into a Compressed (zipped) Folder .zip

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing

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

gretchen@premiereshows.com

GUIDELINES

AD NAME	DIMENSION	SIZE
Banner Email	144x198	40KB

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 Philadelphia Logo is available for download [here](#).

PLEASE NOTE

A copy of the email blast will be provided to your email address upon distribution.

SAMPLE

BANNER EMAIL

144x198

premiere
PHILADELPHIA September 23-24, 2018

[SHOW INFO](#) [HOTEL & TRAVEL](#) [CONTACT US](#) [MY ACCOUNT](#) [REGISTER TO ATTEND](#)

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Exhibit Floor
Located in Hall D

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