



## E-MAIL: MATERIAL SPECIFICATIONS

### E-Mail Newsletter Impact Blocks

- Image—JPG or GIF, 200 pixels wide x 135 pixels tall. No animation allowed.
- Headline—Maximum 8 words.
- Body Copy—Maximum 50 words.
- Link—Please provide the exact URL where you want the traffic sent.

### Newsletter Sponsor Banner

- JPG or GIF, 728 x 90 pixels, max. file size 50 KB.

### Sponsored Content (Native Advertising)

Articles placed as sponsored content should be supplied either as PDF or *Word* documents. Articles will be published either as PDF documents or in HTML format, at the publisher's discretion.

### E-blasts

- Advertisers should provide both HTML format and text-only format.
- HTML should be formatted for a maximum width of 600 pixels or 800 pixels.
- All images should be provided as separate files along with the HTML, if GIF or JPG format, with a maximum file size of 50 KB for any single image.
- All links should be embedded in the HTML.

### File Submission

Newsletters and Product Alerts (Impact Blocks and sponsor banners)—Please submit materials to Dorothy Fiandaca, Advertising Materials Coordinator, at [fiandaca@agma.org](mailto:fiandaca@agma.org).

