Email Advertising - Custom eBlast

Due Dates

All files must be received no later than 5 days prior to your schedule run.

This is your custom message to our highly qualified independent retailer email list. You provide the banner graphic and the message, and we'll assemble and deploy it for you.

Requirements:

Option 1: We Assemble For You

- Banner Graphic
  - 600px wide
  - 200px to 400px tall
- 1-3 images
- Email copy
- Specific website page links

Option 2: You provide HTML file

- See guidelines below



HTML Guidelines

- Send a self-contained HTML file (inline CSS only — no external stylesheets or <style> blocks in <head>, since most ESPs strip them).
- Keep total width to 600px max so it renders properly on mobile and desktop.
- Use a table-based layout (not CSS flexbox/grid) for maximum email client compatibility.

- Host all images externally (e.g., their own server or a CDN) and reference them via absolute URLs — don't embed images as base64 or attachments.
- Include descriptive alt text on every image in case images are blocked.
- Keep file size under 1MB (images + HTML combined) to avoid deliverability issues.
- Provide all links as full, working URLs (no relative paths) — and confirm tracking parameters (UTMs) if they want click tracking.
- Include one clear call-to-action button/link.
- Avoid JavaScript, forms, video embeds, or Flash — these are stripped or blocked by most email clients.
- Provide a plain-text fallback version of the email copy, if possible.
- Confirm the subject line, preview text, and sender name/reply-to they'd like used.
- Test the file in a tool like Litmus or send themselves a test if possible before final submission.

Need a little inspiration?

This document includes a short set of prompts to help focus your message, audience, and goals for your custom eblast. You can use this to design your own email, or, if we are writing your eblast for you, our team will use your answers to write and design the email on your behalf.

- What is the primary goal of this email? For example, drive booth visits, announce a new product, invite buyers to an event, or introduce your brand.
- In one sentence, what is the main message you want the reader to take away after opening the email?
- If you are promoting a product, collection, or service, what is it and why should buyers care right now?
- What makes this offering, message, or invitation different from what buyers typically see?
- Who is the ideal reader for this email? For example, independent retailers, specific store types, or buyers looking for something new.
- What action would you like the reader to take after reading the email? Visit your booth, attend an event, view a collection, or learn more online.
- Are there any key details we must include? Booth number, dates, times, show specials, or links.
- Is there anything we should avoid mentioning or any required language we should include?
- Do you have a preferred headline or short phrase you would like us to consider?