

Due Dates for Fall 2026

Email Advertising - Custom eBlast

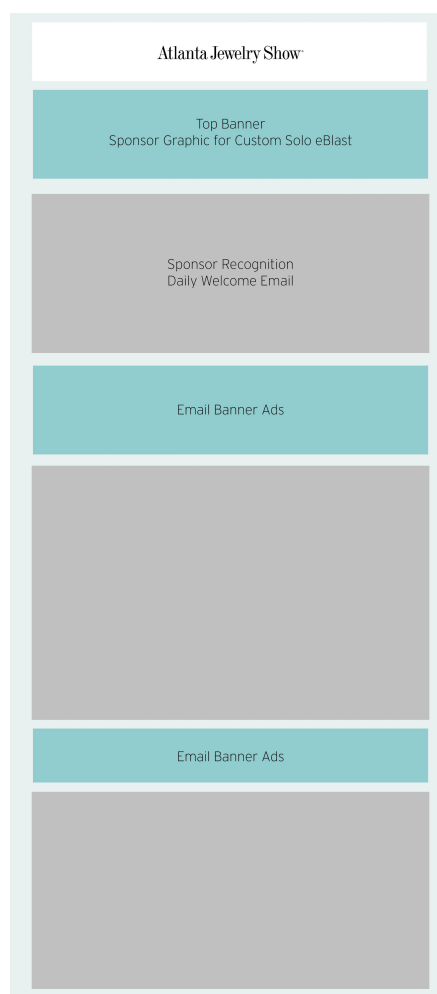
All files must be received no later than 5 days prior to your schedule run.

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:

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

This is how your banner ad will appear:



AJS Custom EBlast Prompts

This document includes a short set of prompts to help us understand your message, audience, and goals for your custom eblast. Brief bullet point responses are perfectly fine. Our team will use your input to write and design the email on your behalf.

- You do not need to answer every question. Short bullet responses are welcome.
- 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?