

Dedicated Send HTML Template Specs

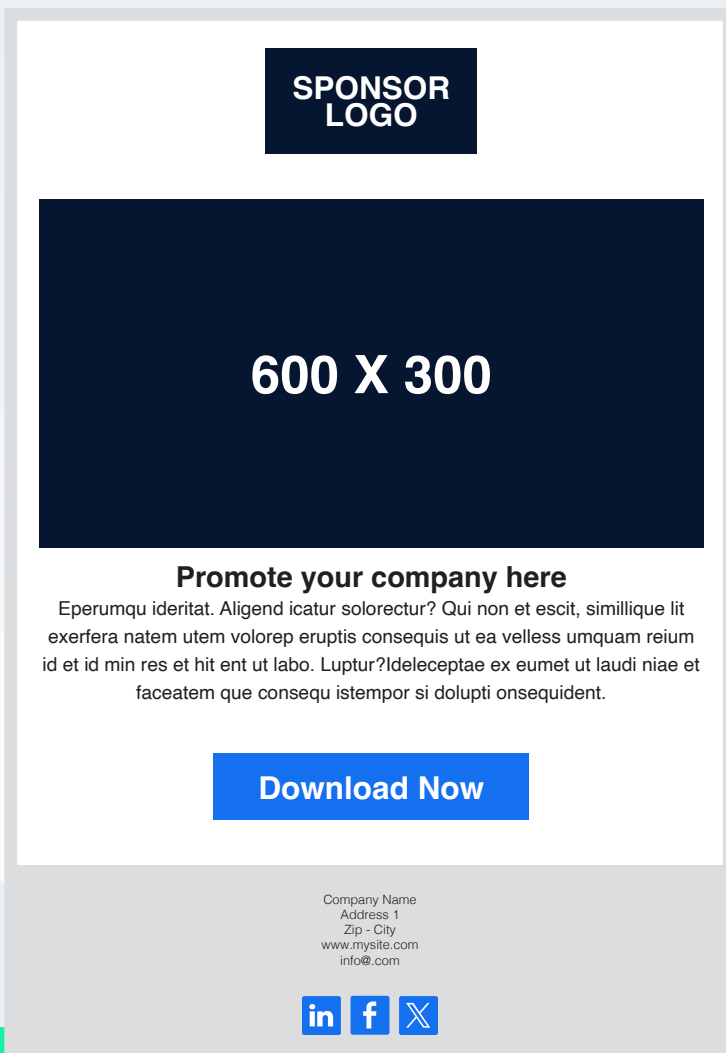
Deliverables:

1. Subject line & preheader (optional) 2. Advertiser supplied materials listed below

Note: All materials are due 15 full business days in advance of the send date, any client delays may delay the send.

SmartBrief allows for two rounds of revisions on the HTML. Any additional rounds may incur a \$250 charge per revision.

Option 1: Hero Template



Subject line:

- 50 Characters max recommended for subject line and preheader
- Avoid these terms: "New", "Free", "Special"
- Do not use all CAPS or exclamation points! (May cause your email to get marked as spam).

Company logo:

- **Max width:** 600 pixels

Hero image:

- **Max Width:** 600 pixels
- **Max Height:** 300 pixels
- **Click Though URL**

Copy & cta button:

- **Title:** 50 characters recommended
- **Body:** 500 -750 characters recommended
- **CTA Button:** 20 -30 characters
- **Click Through URL**

Footer (optional):

- Company Name and address
- Website address and/or contact email
- Social account links (FB, X, LinkedIn)

Brand color: RGB

Used in title, text links and Call Call-to-Action button

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Option 2: Image Left Template

SPONSOR LOGO

Title

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300 X 250

Download Now

Company Name
Address 1
Zip - City
www.mysite.com
info@.com

[in](#) [f](#) [X](#)

Subject line:

- 50 Characters max recommended for subject line and preheader
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- Do not use all CAPS or exclamation points! (May cause your email to get marked as spam).

Company logo:

- **Max width:** 600 pixels

Copy & cta button:

- **Title:** 50 characters recommended
- **Body:** 500-750 characters recommended
- **CTA Button:** 20-30 characters
- **Click Through URL**

Left Column Image:

- **Max Width:** 300 pixels
- **Max Height:** 250 pixels
- **Click Though URL**

Footer (optional):

- Company Name and address
- Website address and/or contact email
- Social account links (FB, X, LinkedIn)

Brand color: RGB

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Option 3: Hero + Image Left

SPONSOR LOGO

600 X 300

Promote your company here

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300 X 250

Section Header

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Download Now

Company Name
Address 1
Zip - City
www.mysite.com
info@com



Subject line:

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Company logo:

- **Max width:** 600 pixels

Upper Block-Hero Image & Copy:

- **Hero Image:** 600x300 pixels max
- **Title:** 50 characters recommended
- **Body:** 500 -750 characters recommended
- **CTA Button:** 20 -30 characters
- **Click Through URL**

Lower Block-Left Image & Copy:

- **Hero Image:** 300x250 pixels max
- **Title/header:** 50 characters recommended
- **Body:** 200-300 characters recommended
- **CTA Button:** 20-30 characters
- **Click Through URL**

Footer (optional):

- Company Name and address
- Website address and/or contact email
- Social account links (FB, X, LinkedIn)

Brand color: RGB

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Option 4: Hero + Multi Image

SPONSOR LOGO

600 X 300

Title

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[Register Now](#)

150 X 150 **Title 1**
Eperumqu ideritat. Aligend icatur solorectur?

150 X 150 **Title 2**
Eperumqu ideritat. Aligend icatur solorectur?

150 X 150 **Title 3**
Eperumqu ideritat. Aligend icatur solorectur?

Company Name
Address 1
Zip - City
www.mysite.com
info@com

[in](#) [f](#) [X](#)

Subject line:

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Company logo:

- **Max width:** 600 pixels

Upper Block-Hero Image & Copy:

- **Hero Image:** 600x300 pixels max
- **Title:** 50 characters recommended
- **Body:** 500-750 characters recommended
- **CTA Button:** 20 -30 characters
- **Click Through URL**

Lower Block-Left Image & Copy:

- **Images:** 150x150 pixels max
- **Title/header:** 10-15 characters recommended
- **Body:** 100-150 characters recommended
- **Click Through URL**

Footer (optional):

- Company Name and address
- Website address and/or contact email
- Social account links (FB, X, LinkedIn)

Brand color: RGB

Used in title, text links and Call Call-to-Action button