

Email Details & Specs

Email(s)	Specs
Crimson + Blue eNewsletter Kansas eNewsletter Kansas City Network eNewsletter	Banner Ad: <ul style="list-style-type: none"> - 600 x 150 - Alternative text that will show when/if the image does not load - Link
News from the Nest, member eNewsletter	Banner Ad: <ul style="list-style-type: none"> - 600 x 250 - Alternative text that will show when/if the image does not load - Link
Special Offer Email	<ul style="list-style-type: none"> - Image <ul style="list-style-type: none"> o Space: 295 x 250 o JPG or PNG o Recommendation: submit a larger image to avoid blurry images (395 x 335) – we will size the larger image to fit in the image space. - Headline <ul style="list-style-type: none"> o Max of 22 characters - Copy <ul style="list-style-type: none"> o Max 250 characters - Call to action button <ul style="list-style-type: none"> o Max 20 character count o Recommendation: short phrase - Link(s) <p>*Note that character count includes spaces</p>

KU Alumni Association

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