Email Details & Specs

Email(s)	Specs

Crimson + Blue eNewsletter
Kansas eNewsletter
Kansas City Network eNewsletter
	Banner Ad:
	  – 600 x 150
	  – Alternative text that will show when/if the image does not load
	  – Link

News from the Nest, member eNewsletter	Banner Ad:
	  – 600 x 250
	  – Alternative text that will show when/if the image does not load
	  – Link

Special Offer Email	– Image
	  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
	  o Max of 22 characters
	– Copy
	  o Max 250 characters
	– Call to action button
	  o Max 20 character count
	  o Recommendation: short phrase
	– Link(s)
	
	*Note that character count includes spaces