

EMAIL MARKETING Specifications

Lubes'n'Greases will create the email and send you a draft to approve.

You need to provide all copy and images based on the specs below:

	Images (w x h)	All File Formats & Sizes	Notes
Header image	650 x 240 px	.jpg, .png or .gif No animated .gifs, motion graphics, videos or sound files 100 kB max 72 dpi RGB color	The header image may contain text pre-applied by advertiser. The text on the header image will not be viewable if images are suppressed in a recipient's email software. Therefore, it is recommended the advertiser supply "alternate or alt text" that matches the text applied on the image. Recommended word count for text applied to image: 5-10 words (30-50 characters) max. Provide the URL to which the header image will link.
Company logo	100 x 100 px		Provide the URL to which the company logo will link.
Body copy	-----	MS Word file	Use basic format/styling (bolds, italics) as direction to Lubes'n'Greases email designers. Font for all email copy is Arial/Helvetica/Sans-Serif. Headlines and sub headlines: recommend 5-10 words (30-50 characters). Provide any URLs to link from email.
Button	-----	-----	Provide the text that will appear in the button; 1-3 words recommend. Lubes'n'Greases email designer will choose button color. Provide the URL to which the button will link.

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