

E-blast guidelines

1. Only two individual e-blasts will be sent out each week on Monday and Thursday.
2. Individual e-blasts will be sent out on a first come first served basis.
3. The client must fill out and sign the OACCPP advertising contract to make an e-blast request.
4. Payment must be received with completed contract.
5. OACCPP reserves the right to decline an e-blast request.
6. OACCPP reserves the right to edit e-blast copy for grammar, punctuation and syntax, and to help increase click rate.
7. The client must provide a subject line to go with the e-blast, relevant to the content within the body of the e-blast. The subject will be followed by "| OACCPP e-blast".
8. The subject line is to be no more than 100 characters in length.
9. All URLs must contain the full URL to the file location and be hosted by the Client.
10. All relevant content **must** be hyperlinked. Please provide at least one URL per e-blast (e.g. organization website or a contact email). Multiple links encouraged.
11. All image files are to be submitted as a high resolution JPEG (72 dpi min.). OACCPP may request an alternate if an image pixelates.
12. Content should be no wider than 600 pixels and 350kb in size.
13. Provide text in HTML text (rather than embedded in a JPEG or GIF).
14. The client may provide hex or RGB codes for a requested colour pallet. If not provided OACCPP will build one using the organization logo.
15. The OACCPP is required by law to add CAN-SPAM guidelines, including unsubscribe instructions, and will add a non-endorsement disclaimer to all e-blasts.
16. Once all materials have been received, the client will be emailed a proof. Please thoroughly review the entire e-blast including subject line, links, images and content, and request any changes necessary.
17. Approval must be received by noon one business day before the send date of the e-blast.
18. The same advertisement cannot be sent more than once per month, or 4 times per year.

Formatting Options

I. Word Document with separate high resolution image attachments

- Place all content, images, text and hyperlinks formatted generally as you wish the e-blast to appear
- Include separate high resolution JPG file for each image in layout
- Include URLs in square brackets "[]" for all hyperlinks

II. PDF file with additional text and hyperlink

- Build your advertisement as you wish it to appear and submit as a PDF file
- Only the first page of the PDF will appear in the body of the email, but the email will include a button that allows the viewer to download the entire file.
- Please also include:
 - some additional text with at least one hyperlink

III. JPEG file with hyperlink

- Build your advertisement as you wish it to appear and submit as a high resolution file (72 dpi min.)
- Please include separately:
 - **one** hyperlink you would like the JPEG to link to (multiple hyperlinks cannot be embedded in an jpeg)
 - any additional text you wish to include with the JPEG (optional)