

SPECIFICATION SHEET – THIRD-PARTY EMAIL

Reed Exhibitions offers a range of sponsorship; these are the specifications for Third-Party Exclusive email.

For an accurate delivery of your third-party email, it is required that you follow these guidelines carefully and ensure all the criteria is met to create successful advertisements and to avoid delays in sending your email.

Please submit your email content in the specified format below, which will then be added to each content section and sent via our email platform (Eloqua).

Technical consistencies:

- Images:
 - Format: JPEG/PNG/GIF (We advise static images, due Outlook only displaying the first frame)
 - Resolution: 72dpi
 - Colour: RGB
 - Provided by the client and hosted by Reed Exhibitions
- Character limits:
 - White spaces included
- Click-through URLs
 - All links must open to live web pages
 - Complete URLs as they appear in a web browser need to be used e.g. <http://www.client-website.com/>. For example www.client-website.com or client-website.com will not work alone, and require http:// or https://
 - The Reed Exhibitions email platform tracks opens and clicks. Therefore to avoid conflict all client tracking codes appended to URLs, must be removed e.g. 'TrackId=000000/' should be removed from the following: <http://www.client-website.com/TrackId=000000/>
- 5 days-notice is required, from sale to send, in order to ensure the email is delivered on time.



CLIENT DETAILS:

- Company Name:

- Event:

- Preferred send date:

SECTION 1: HEADER

Show Logo

Media Partner Logo

SECTION 2: OPENING TITLE AND INTRO

[SHOW] introduces [CLIENT]...

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SECTION 3: HERO AND BODY CONTENT



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SECTION 4: CONTENT BLOCKS



EMAIL SUBJECT LINE:

- Insert email subject line, maximum of 50 characters:



SECTION 1: HEADER (CLIENT LOGO)

- Supply a logo image:
 - Dimensions: width 305 x Height 88 pixels
- Image click-through URL:



SECTION 2: OPENING TITLE ATND INTRO (1 COL)

- Opening title (standard wording): **[EVENT] introduces [COMPANY NAME]**
- Event:

- Client:

- Opening introduction text, maximum of 280 characters:



SECTION 3: HERO AND BODY CONTENT (1 COL)

- Hero image:
 - Dimensions: width 610 x Height 214 pixels
 - Hero image click-through URL:

- Sub-title, maximum of 50 characters:

- Body copy, maximum of 380 characters:

- Call-to-action button copy (10 characters):

- Button click-through URL:



SECTION 4: CONTENT BLOCKS (2 COL)

Optional content blocks (3 maximum)

Content block one

- Title copy, maximum of 28 characters:

- Body copy, maximum of 160 characters:

- Call-to-action button copy (10 characters):

- Button click-through URL:

- Image:

- Dimensions: width 275 x Height 170 pixels
- Image click-through URL:

Content block two

- Title copy, maximum of 28 characters:

- Body copy, maximum of 160 characters:

- Call-to-action button copy, maximum of 10 characters:

- Button click-through URL:

- Image:
 - Dimensions: width 275 x Height 170 pixels
 - Image click-through URL:

Content block three

- Title copy, maximum of 28 characters:

- Body copy, maximum of 160 characters:

- Call-to-action button copy, maximum of 10 characters:

- Button click-through URL:

- Image:
 - Dimensions: width 275 x Height 170 pixels
 - Image click-through URL:

Once completed please save and return to your Reed Exhibitions representative.

Thank you. Reed Exhibitions.



ADVERTISING GUIDELINES

Please ensure that all specifications are met and delivered within the required timeline provided by your Reed Exhibitions sales representative. Creative content that is submitted late or not to the specifications described in this document will be subject to delays and could result in reduced promotional time.

- Any promotional time lost as a result of creative content delays will not be compensated.
- Reed Exhibitions reserves the right to reject any digital creative content.
- Creatives must be supplied in the correct dimensions, file format and file size, as we are unable to resize or reformat.
- Creatives must be supplied to Reed Exhibitions and cannot be hosted externally.
- For further information or queries regarding this document, please contact your Reed Exhibitions sales representative.

You can also refer to our Best Practices Guidelines document for helpful tips on creating your artwork. Please contact your Reed Exhibitions sales representative for a copy.