



## Email Campaigns

The CSC can build two types of emails:

### **Template-Based or Single-Image**

*(Templates & Samples Included Below)*



### **Single-Image**

Single-Image emails can be built to match any print or digital ad, and can be designed however the customer would like.

Final file size should be 640 x 480 pixels, and must remain under 70kb in total weight. Please keep this in mind when including elements. More Pixels = More Weight, and could result in lower-quality images.

Single-Image emails can only have one Link. Multiple links are not supported with this type of email. If multiple links are needed, a Template should be used instead of a Single-Image.

### **Template-Based**

It's recommended that Template-Based emails should follow the layout of the templates included below. Including these templates and using them as layouts when submitting materials to the CSC will greatly reduce your turnaround times and revision counts.

Some adjustments can be made to these templates, including:

- Colors & Font Types/Sizes

*A full list of available Fonts can be found here: <http://www.google.com/fonts>*

*Custom Fonts may be possible, but would require converting the font to an Image.*

- Duplicating / Removing / Re-sizing Existing Elements

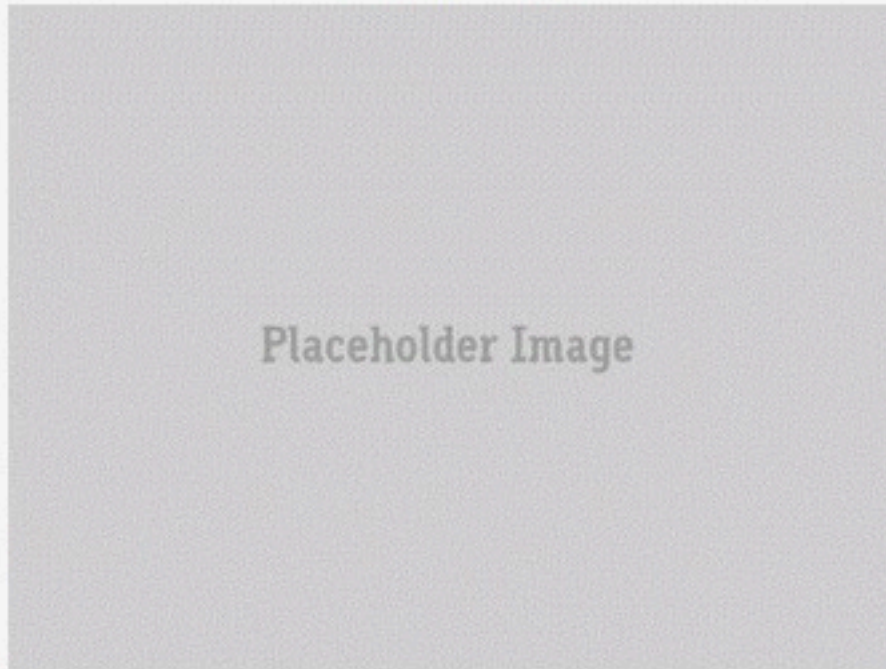
If a revision is requested that will not fit within the email's current template, the artist will notify the rep and offer another solution.

If a new email is requested that does not fit within the templates listed below, a layout will be required from the sales team so the artist will know how the elements should be arranged. Please note that not all custom layouts will be possible if multiple links are required.

It's recommended to order "off-template" emails as specs initially due to the extra time required to build.

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## Email Title



### Main Heading

This is where you can put your most important content. The thing you don't want any one to miss. Maybe you need to [link to something](#).

Whether it's an important announcement, new products or services or letting people know about a special promotion.



#### Item Heading

This might be announcement or a promotion you want to let people know about. Don't worry, the image to the left can be as tall or as short as you'd like. You can also change the width of the image as well to make your email pixel perfect.



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This might be announcement or a promotion you want to let people know about. Don't worry, the image to the left can be as tall or as short as you'd like. You can also change the width of the image as well to make your email pixel perfect.



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## Email Title

Placeholder Image

### Main Heading

This is where you can put your most important content. The thing you don't want any one to miss. Maybe you need to [link to something](#).

Whether it's an important announcement, new products or services or letting people know about a special promotion.

Placeholder Image

Placeholder Image

Placeholder Image

#### Item Heading

Have something that's not quite as important, but still want people to know about it? This is a good place to put it.

#### Item Heading

Have something that's not quite as important, but still want people to know about it? This is a good place to put it.

#### Item Heading

Have something that's not quite as important, but still want people to know about it? This is a good place to put it.



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## Email Title



### Sidebar Heading

Have a quick announcement? Why not put it here.

### Sidebar Heading

Or maybe a promotion you want to highlight. The side is a good place to put it.

### Sidebar Heading

One last thing to add? Maybe include some popular links?

### Main Heading

This is where you can put your most important content. The thing you don't want any one to miss. Maybe you need to [link to something](#).

Whether it's an important announcement, new products or services or letting people know about a special promotion.



### Item Heading

Have something that's not quite as important, but still want people to know about it? This is a good place to put it.



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Have something that's not quite as important, but still want people to know about it? This is a good place to put it.



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