**TARGETED EMAIL CONTENT SUBMISSION TEMPLATE**

**ADMIN DETAILS***Does not appear in the email - for internal use only.***Basic Company Details**
Company Name:
Email Distribution Date:
Email Distribution List:

**Point of Contact for Technical Questions/Follow Up**
First & Last Name:
Email Address:
Phone Number:

**EMAIL: TEXT ASSETS**Subject Line (30-50 characters/4-7 words):
*To have up to two (2) subject lines used in an A/B test, please provide both subject lines as well as an indication of which email (long-form vs. short-form) each subject line should be associated with.*
Preheader Text (30-60 characters):
Headline (30-50 characters):

**Body Copy**Long-Form Email (approx. 200-300 words):

Short-Form Email (*optional*; approx. 50-75 words):

**Call To Action (CTA)**ButtonText (2-3 words):
Button Color HEX Code:

**EMAIL: IMAGE ASSETS***Attach image assets to email when submitting this document. If image assets are too large to email, you may request an upload link.* ***Image file sizes should not exceed 10mb in total.***

**Images**Logo Image (400x200 px minimum)
Hero Images (1300x630 px (desktop) and 750x400 px (mobile))
Callout or Pull Quote Images (1300x630 px (desktop) and 750x400 px (mobile); will be scaled down for desktop)

**Links***Use clean URLs that do not include subdomains added to the destination URL (such as https://urldefense or https://nam02.safelinks). These are added when copying from Microsoft Outlook and will not work in our system.*

Logo Image URL:
Hero Images URL:

**EMAIL: CALL OUT ASSETS***Each email may feature up to two (2) call outs or pull quotes to supplement the advertorial content. These can be user testimonials or statistical data.* ***Please indicate desired call out/pull quote location in the body copy by using an asterisk (\*).*** *Asterisk(s) will be removed when email is assembled.*

**Body Copy**Call Out/Pull Quote Text (30-60 characters):

**Attribution***If submitting pull quote(s), please also provide attribution for any/all.*Individual’s First & Last Name:
Individual’s Organization (or relevance to advertorial):

**EMAIL: FOOTER ASSETS
Company Mailing Address**Company Name:
Street Address:
City, State & Zip:

**Social Media Pages**
LinkedIn (URL):
X (URL):
Instagram (URL):
Facebook (URL):
YouTube or Vimeo (URL):