

We use a mass email provider to deploy E-Blasts. Please follow these guidelines to ensure your message can be delivered to the optimal number of subscribers.

WHAT WE NEED FROM YOU:

- **Subject Line** — 50 characters max; grab their attention but make it fitting to the actual message, avoid spam-like words such as: As seen on, FREE, Buy, and Click here
- **HTML**
- **Up to 3 email addresses for preview/test**— we'll perform a test before it is sent so you can approve your message

TIPS:

- Make the html and/or images no more than 650 pixels wide so the viewing can see the full width of the email
- Use image alt tags
- Include a plain-text alternative version for those who have images turned off
- Images should be hosted on your server – be sure to use fully qualified URL's for image SRC reference
- Avoid spam-like words

NOTES:

- Customers must follow CAN-SPAM Act
- **Don't use deceptive subject lines.** Subject lines should accurately reflect the content of the message.
- **Identify the message as an ad.** The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously what your message is. Your subject line should clearly describe the value people can expect to find in the email. The key is to be certain the subject line is not misleading in any way. For example: Do not send advertising e-mail with false or misleading headers or subject lines such as "Lucky you! You have won the Irish Sweepstakes!" It must clearly state what the email is such as "End of Year Tax Incentives When You Buy a Cat Machine."
- All e-blasts will come from our brands (*Construction Business Owner, HomeCare, or Pumps & Systems*). The 'from' email will be mail@cahaba-media.com
- The unsubscribe link will be provided by us in the footer of the email

*We are happy to adjust HTML files that are not working properly or host images.
Please be aware that there is an additional \$100/hr for those services.*

*If you need us to design and program your e-blast,
please contact your account executive for pricing.*