

## *EBlasts to the Union Membership*

Reach the entire membership of Local 695 with your email marketing piece!

An excellent supplement to an ongoing print or digital ad campaign, email marketing allows you to reach the entire active membership via email. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the Union membership guarantees your ad message will be delivered directly to the inbox of every single email-ready member.

### MEMBER EBLASTS



- All emails are sent directly from the Union.
- All ad messages and content must be first approved.
- Awards-related EBlasts are for Screening Calendars and Screening Invitations only. For Your Consideration messages are allowed in the Organization's Print publications and Web advertising opportunities.

### SPECS

- Allow 48-72 hrs. minimum for approval/delivery of EBlast.
- Format guidelines for EBlasts:
  - Jpegs (ideal format).
  - Word documents or Simple text.
  - HTML (with minimum graphic images or titles).
  - PDF can also be called up via an embedded link in body of a text email (the PDF is uploaded to/served from the above organization's server).

