

## *EBlasts to the MPEG Membership*

Deliver your ad message to every MPEG member via email!

An excellent option to either enhance an existing MPEG print or web ad campaign, or for timely announcements and events, email marketing allows you to reach the entire MPEG membership any single day of the year. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the MPEG 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 MPEG's office through their internal email server, for a flat access fee.
- Email lists are not sold or rented to advertisers.
- All ad content must be first approved by the Guild prior to sending.
- Ad messages sent by email must contain a unique offer, invitation or link to content for members.
- Inventory is limited to three total EBlasts (from all sources) per day. Availability is 'first come, first served.'
- Awards Season FYC EBlasts require a companion purchase of MPEG print or web FYC.

### 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).

EMAIL MARKETING

