

2022 EMAIL MARKETING BANNER SPECIFICATIONS

DEADLINE

Materials are due 2 weeks prior to distribution date.

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

- Final Artwork
- Website Link

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPG, PNG, or GIF ONLY
- Static design ONLY no animations

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

SEND MATERIAL TO

Rachel Brill
Marketing Specialist
rachel@premiereshows.com
407-312-2039

GUIDELINES

AD NAME	DIMENSION	SIZE
Banner Email	650px x 130px	40K

HELPFUL HINTS

It is recommended email marketing creative and verbiage should connect and engage attendees to your presence at the show, showcasing what your company will be doing or offering at the show. Samples include:

- What discount will you offer at your booth?
- What exciting activities or education will you be conducting?
- What new products would they be able to try or buy?
- It's always a good idea to include a call to action such as "click here" or "click now".

To avoid delays in load time be sure to follow the guideline sizes above. If needed the official Premiere Columbus show logo is available for download [here](#).

SAMPLE

BANNER EMAIL

650px x 130px

premiereCOLUMBUS
Your • Artistry & Education • Event

OCTOBER 2-3, 2022

REGISTER NOW ▶

Check Out the Show Preview Now!



Get Ready for 2-Days PACKED with 130+ Stellar Classes.
Who's on Your Schedule? Check Out the Show Preview and Start Planning Now!

SPONSER BANNER
650 x 130

SPONSER BANNER
650 x 130

REQUEST SHOW PREVIEW

HOTEL

ATTENDEE INFO

f **@**

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BIRMINGHAM ORLANDO

Join us at Premiere Columbus Oct. 2-3 2022!
Check out the Show Preview with over 130+ classes now! Beauty Professionals