



Broadcast Email Specifications

Artwork due two weeks before the insertion start date. An online broadcast email submission form will be sent to all email advertisers requesting the following materials:

- **HTML format** (CSS inline)
 - Advertiser should optimize email design and code for cross-browser and mobile-friendly performance
 - Layout (600-700 pixels wide x maximum height of ~1500 pixels)
- **Image files** for each photo that appears in your email; including more than 12 images will incur an overage fee proportionate to the number of images
- **Plain text copy**, including relevant links
 - Please note that plain text should not include any HTML. Links should appear in their entirety for recipients to copy and paste, as the hyperlinked copy will not properly link in plain text
 - For more information on how to create plain text and why it is important for email security and deliverability, please refer to this article: <https://litmus.com/blog/best-practices-for-plain-text-emails-a-look-at-why-theyre-important>
- **Subject line** (30-50 characters)
 - Advertiser is welcome to also specify preheader text if they so choose, with a maximum of 75 characters. If preheader text is not provided, we will create it for you
 - Subject line split testing of up to three subject lines may be performed for an additional cost of \$115
- **Names and email addresses** of up to seven approvers for your email

Please note:

- Your email is expected to arrive in final condition. Any revisions may be subject to overage fees—including, but not limited to, updates to copy, design, or code either that the advertiser submits for inclusion or requests from our email building team. This helps streamline our process and prevents time-consuming rounds of review and revisions. Thank you for your understanding.
- HTML content will be placed into a template with a disclaimer header/unsubscribe footer that cannot be altered.
 - Header disclaimer: *The American Student Dental Association respects your privacy and has not shared your email address with the sponsor providing the following email content.*
 - Footer includes ASDA logo, mailing address, website, unsubscribe link and the following terms: *Dissemination of advertising materials is not an endorsement, qualification, approval or guarantee of the advertiser or the product.*
- “From” email address will be ASDA Sponsored Email (marketing@asdanet.org).
- If materials provided are insufficient and/or do not conform with email best practices or if revisions to original material is requested, the advertiser will be asked to revise materials (HTML, layout, images, etc.) and resend. Rebuilding the email at this stage may result in an additional fees starting at \$165.
- All linked and relevant product landing pages must be completed and available for review; all pages should be available online and in good standing order (e.g. non-spam).
- Contests, sweepstakes, and special offers must include an asterisk (*) to terms and conditions in the footnote and/or link.
- Content subject to review for ASDA standards. See [ASDA’s Sponsored Content Guidelines](#) for additional information.
- Please omit unsubscribe information from copy. Organization contact information must be included in HTML and plain text.

- Advertisers are encouraged to provide video content for the emails—but video content must be hosted on an external website, such as YouTube, Vimeo or the advertiser’s website. We cannot host a raw video file on our email platform.
 - We can overlay a play button on a provided video still/screenshot for an additional cost of \$75.
 - We recommend the following specifications for video:
 - Video resolution of at least 720p (1080p preferred)
 - Landscape recommended over portrait orientation
 - Length of about 60-90 seconds, with 2-3 minutes as a max
- Delays in providing materials may result in a delay in sending final email.
- Email analytics will be provided 3-5 business days after the successful launch of email.