eBlast / List Rental Specs:

* **Html file -** We recommend keeping your content area to 600 pixels wide and ask that you stick with HTML (limit CSS, any files used must be inline and JavaScript will not work for this). Our list management vendor can also host any images for free should you need this. Creative Guidelines are available that include detailed specifications for the HTML file, should you need them. If so, ask your rep.
	+ If you need assistance creating your HTML file, 2 options:

		- First - check out MailChimp as they offer free templates that you can export (either the HTML file or coding) to send to us to test
		- Second – our list management vendor can build it for you but for an extra flat fee of $350

Contact your rep if you have any questions.

* **From Title** – your company name, or a person’s name.
* **Subject Line**
* **Seed List:**
	+ email addresses to receive and approve the eBlast test
	+ any other internal emails you want to receive the final eBlast
* **Suppression List** – contacts that have opted out of your own e-mailings