



RSNA Sponsored E-blast

Documentation for creating sponsored e-blasts.

E-Blast Deliverables and Specifications

Deliverables

RSNA requires that sponsors submit the following deliverables for e-blast creation three weeks prior to the send date. All deliverables should be final at the time of submission.

1. **HTML File** – RSNA requires that the sponsor send HTML code for us to paste into our email system to generate the e-blast. The sponsor will correct any problems with the HTML.
2. **PDF** – RSNA requires that the sponsor send us a PDF of the e-blast. This will help us to see what the final e-blast should look like (in case there are problems with the HTML).
3. **Subject Line and Preheader Text** (for the email) – We require that all e-blasts have a subject line of 70 characters or less, including spaces. The sponsor may also choose to provide preheader text which will display as the email preview text in a recipient's inbox and should be 70 characters or less, including spaces. If not provided, the RSNA copy from the email, "Message below is a paid advertisement..." will display as the preview text (see page 4).
4. **List Segmentation Form** – Sponsors who have secured the targeted audience add-on will be required to complete and return the list segmentation form at the same time as submitting the other deliverables.

RSNA has included an HTML example file to serve as a guide for your company to build your custom e-blast. This file has been tested in the RSNA e-mail platform and will work in all major email clients and all major browsers. We encourage you to use the HTML code provided as a tool to make sure you are building your code correctly.

Specifications

RSNA requires that sponsors adhere to the following e-blast specifications.

- **Dimensions** – The maximum size for the HTML is **620px**. The sponsor should note that padding, borders and margins will add to the dimensions of the email. These elements must be set to "0."
 - RSNA recommends a single column design for optimum viewing on both desktop and mobile.
- **Tables** – The sponsor must use **tables**, not DIVs to create e-blasts. While DIVs are good for webpages, they do not work well for e-blasts.
 - HTML e-blast design is NOT the same as HTML web page design
 - HTML code should be W3C compliant, as invalid code will be rejected
- **CSS** – The sponsor will make sure to inline all of the styles. **No external style sheets can be used.** Also, the sponsor will not place styles inside the Header tags. Most email

clients will strip out the styles in the Header. Styles need to appear as close to an element as possible. They should appear inside the Table itself. Also, Span tags do not work well in e-blasts. **The sponsor will not use Span tags.**

- **Graphics** – The sponsor will host any images. Inside the HTML, the sponsor will enter the path to the images. The images should be sized to the dimensions required in the e-blast (not sized via code in the HTML). No image should be wider than 620px.
 - Animated images and flash banners (including GIF files) are not supported
 - Image Alt tags should be used for all images (in case a user blocks images from showing)
 - Sponsor **should not** put the entire message into large graphics. We recommend a mix of text and graphics because some recipients will block graphics and some email clients do not display images that are set as backgrounds for tables and divs.
- **Copy** – All copy must be final and approved prior to e-blast test. The copy should be proofed for spelling and grammatical errors. The copy should be 1,000 words or less.
 - **Sponsored content must include a reference to the sponsor's participation at the RSNA Annual Meeting so that the message can be deemed legitimate interest and sent to the full audience.** This reference can be a simple text call out or inclusion of a graphic. Please inquire for examples and additional details.
 - Sponsor should not use the eblast copy to promote any event or function during the RSNA Annual Meeting which is not secured through RSNA.
- **Testing:** E-blasts should be tested in all major email clients (Outlook, Gmail, Yahoo, etc.) and in all major browsers (IE, Firefox, Chrome and Safari). Sponsor should use a spam filter tester
 - We highly recommend testing your HTML through Email on Acid: www.emailonacid.com.

E-Blast Timeline

Timeline

Deliverables due: 3 weeks prior to deploy date*

Test generated by RSNA: within 3 business days

- ✓ If major revisions are needed: RSNA will inform the sponsor of where the problems may be (images, HTML, etc.) and it will be up to the sponsor to make the necessary changes.
- ✓ Updated HTML due to RSNA from company: within 2 business days
- ✓ Second test generated by RSNA: within 3 business days of receiving updated HTML

- ✓ If further revisions are required, company will be required to use an RSNA-provided form template and provide all elements of the e-blast (pdf preview of finished eblast, images, copy, links, etc.) for RSNA to build within one business day. Modifications to the layout of the templates may not be made. RSNA will create the test e-blast within 5 business days.

Final test sent to sponsor: at least two days before deploy date**. **Sponsor is responsible for doing the final check of the subject line, all copy and all images and links.**

Deployment: RSNA will deploy the e-blast on the mutually agreed upon date.

*If you are unable to meet the deadlines provided, the RSNA team will do our best to accommodate you. We are not able to reschedule the final deploy date due to RSNA's limited inventory of e-blast dates.

**If deliverables are supplied later than the original due date or other phases take longer than outlined, sponsor may have less than two business days to proof the final e-blast.

Sponsored E-Blast Sample Sections and Sample HTML included on the following pages.

E-Blast Sample Sections

The following are recommended sample sections for an e-blast.

A sample HTML file accompanies this guideline document. However, sponsors are not required to use the RSNA HTML file and can customize the file as they see fit.

1. **Pre-Header Text (provided by RSNA):** "Message below is a paid advertisement from Sponsor Name."
2. **RSNA Header (provided by RSNA):** 640x213px
3. **Dimensions:** Maximum width of your email is 620px. RSNA builds in 10px of padding to the right and the left of the email.
4. **Body of E-blast:** The body of the e-blast should contain titles, subtitles and images. It should be easy to read and visually clean.
5. **Call-to-Action:** A simple, visible call-to-action leads to better conversion.
6. **Footer:** The footer should contain logos, copyright and social media icons.
7. **Opt-Out Link (provided by RSNA):** RSNA provides simple, one-click opt-out links.



1 Message below is a paid advertisement.

2 RSNA Radiological Society of North America

3

4 Title of Your Sponsored E-blast Here!
Secondary Heading Here

5 Simple Call to Action Button

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