

# MATERIAL SPECIFICATIONS

## RSNA Right Now E-Blast



### **Deliverables Needed**

Due: October 20

- **Logo File**
  - Logo files included in emails should be high-resolution .jpg, .png, or .gif file formats with transparent backgrounds. The maximum width of the files should not exceed 620 pixels. All logos will be resized by RSNA Marketing and our vendors to best fit the placement and to ensure consistent sizing. It is highly recommended for sponsors to provide brand guidelines to accompany the logo. Examples of email placements are available upon request.
- **Sponsored content**
  - A maximum of 150 characters, including spaces.
- **Linking URL**
  - Provide link and confirm which wording in sponsored content should be linked.
  - Placement does not allow for any formatting of text.

### **Submission Instructions**

Send all deliverables before or by the due date listed above to the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org).

### **Questions**

Please direct any questions to the RSNA sponsorship team at the email address listed above.