RSNA
Radiological Society of North America

SPONSORED E-BLAST SPEC SHEET

Deliverables

This information is due to *sponsors@rsna.org* three weeks before your send date.

1. Your HTML Code
2. Email Subject Line and Preheader Text *(each 70 characters or less including spaces)*
3. PDF of the e-blast

Specifications	Dos	Don'ts
Copy	✔ Include a reference to your participation at the RSNA Annual Meeting. ✔ Submit your final proofread copy.	✖ Don't promote any non-RSNA secured event or function during the RSNA Annual Meeting. ✖ Don't exceed 1,000 words.
Dimensions	✔ Use a single column design. ✔ Set padding, border and margins to 0.	✖ Don't exceed 600px width.
Graphics	✔ Host all images in the HTML. ✔ Use transparent backgrounds on images. ✔ Use JPG, PNG, or GIF files.	✖ Don't size images via HTML code. ✖ Don't set images wider than 600px. ✖ Don't include images larger than 5MB.
Font	✔ Use email safe fonts like *Arial, Courier New, Times New Roman, etc.*	✖ Don't use Google Fonts.
Tables	✔ Use HTML W3C compliant code.	✖ Don't use tables to create your e-blast.
Testing	✔ Test your email on all major email clients.	✖ Don't forget to do a spam filter test.

Revisions

▸ Upon receipt of the deliverables, RSNA will generate a test for review within 3 business days.

▸ Your sponsored e-blast sponsorship fee includes four (4) hours of RSNA build and testing time. Additional development time required will be charged to client at the rate of $150 per hour.

▸ You will be notified if significant revisions are required. Updated HTML will be requested within 2 business days.

▸ If you are unable to meet the deadlines provided, RSNA will do our best to accommodate you, but we are unable to reschedule the final deployment due to limited inventory of e-blast dates.

Deployment

▸ You are responsible for doing the final check of the subject line, copy, images, and links.

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