

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 80 characters or less including spaces*)
3. PDF of the e-blast

Specifications	Dos	Don'ts
Copy	<ul style="list-style-type: none"> ✓ Include a reference to your participation at the RSNA Annual Meeting. ✓ Submit your final proofread copy. 	<ul style="list-style-type: none"> ✗ Don't promote any non-RSNA secured event or function during the RSNA Annual Meeting. ✗ Don't exceed 1,000 words. ✗ Don't promote any RSNA Annual Meeting sessions unless the session has been secured through a sponsorship contract.
Dimensions	<ul style="list-style-type: none"> ✓ Use a single column design. ✓ Set padding, border and margins to 0. 	<ul style="list-style-type: none"> ✗ Don't exceed 600px width.
Graphics	<ul style="list-style-type: none"> ✓ Host all images in the HTML. ✓ Use transparent backgrounds on images. ✓ Use JPG, PNG, or GIF files. 	<ul style="list-style-type: none"> ✗ Don't size images via HTML code. ✗ Don't set images wider than 600px. ✗ Don't include images larger than 5MB.
Font	<ul style="list-style-type: none"> ✓ Use email safe fonts like <i>Arial, Courier New, Times New Roman, etc.</i> 	<ul style="list-style-type: none"> ✗ Don't use Google Fonts.
Tables	<ul style="list-style-type: none"> ✓ Use HTML W3C compliant code. 	<ul style="list-style-type: none"> ✗ Don't use tables to create your e-blast.
Testing	<ul style="list-style-type: none"> ✓ Test your email on all major email clients. 	<ul style="list-style-type: none"> ✗ 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.