

RSNA is committed to helping your sponsored e-blast reflect your company's message effectively. Before submitting your HTML, please review the following common issues:

General HTML Formatting

- Email-Optimized Code:** HTML is built specifically for email platforms (not web-based code). RSNA's sponsored e-blast platform is HubSpot.
- Max Width:** Email width does not exceed **600px**.

Images & Graphics

- Pre-Sized Images:** All images are sized correctly *before* being added to the HTML.
- Hosted Images:** All images must be hosted within the HTML. Sponsor images cannot be hosted on RSNA's email platform.
- Image Width:** No image exceeds **600px**, including social media icons in the footer.

Call-to-Action (CTA) Buttons

- Concise Text:** CTA text is **20 characters or fewer**, including spaces.
- Correct Links:** All CTA buttons are linked to the correct destination page.
 - **NOTE:** Please inform us of any landing pages that are not yet live at the time of submission, including expected go-live dates.

Footer & Functional Links

- Minimal Footer Content:** Company footer is limited unless legally required.
- No Redundant Links:** "Unsubscribe" and "View in Browser" links are **not included** (RSNA adds these automatically).

Reviewing Test Emails

- Use New Outlook:** Outdated versions of the app may cause display issues.

Questions? Reach out to the RSNA Sponsorship Team at sponsors@rsna.org.