

LDI & LIVE DESIGN

e-mail blasts

Are Your Email Campaigns Reaching the Right People?

Email blasts can be a great way to promote your products—provided they are going to the right people. The *Live Design*/LDI franchise has the largest email database in the industry—over 24,000 unique names—so you have the opportunity to reach the widest possible audience.

But just as important, **we can filter our list by job title**, allowing you to reach **only** the those designers and technicians you want to target. Not only is it highly effective, it's also **cost-effective**.

And most important of all, we also provide **open rates and click thru-rates for all of our email blasts**. So you get immediate feedback on the effectiveness of your message.

Isn't that a smarter way to spend your e-marketing dollars?

Talk to your advertising manager today to come up with a plan that works for you.

Sales Contacts

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Quick Guide to Custom eBlast Specs

eBlast or ePostcard?

- eBlast: typically contains text with no or very limited graphics. If graphic are included, the total files size is 50k
- ePostcard: Maximum of 600 pixels wide by 400 pixels high; 50K limit

Materials:

- Please provide creative in final form.
- Are due a minimum of 7 business days prior to email deployment date.
- Do not use cascading style sheets when creating your file; in-line styling is acceptable.
- Image hosting: If you are hosting the images in your HTML email, please verify that they are linked correctly. If we are hosting the images, please provide the supporting files separately, but be sure to provide HTML file with graphics linked in relative format (i.e. put both the graphic files and HTML file in the same folder and link to the images in your HTML like ``).

Be sure to:

- provide the target urls (included in your HTML)
- include a subject line: (i.e. Special Summer Offer)
- provide the company name, as it is to appear in the "From" field: (i.e. A promotional message from [name of magazine] and Acme Electronics Inc.)
- provide us with both the test and seed lists
- provide email suppression file. We purge these names from our list. This is so we comply with the CAN-SPAM Act. If you, the sponsor, do not have an opt-out list and are using a IO other than a Penton IO, it is necessary to sign a 3rd party letter of indemnification. No eBlast or ePostcard can go out without a suppression file or a signed Penton IO or a signed 3rd party letter of indemnification on file

Send creative to **Jessica Martinez**
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If you have any questions, she can be reached
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