

# Custom e-Newsletter Specifications

## Process:

Please choose one of the three options.

**Step 1:** View a template from the three provided

**A Link A:** <http://mediakit.meetingsfocus.com/pdf/2011/emedial/CustomA.pdf>

**B Link B:** <http://mediakit.meetingsfocus.com/pdf/2011/emedial/CustomB.pdf>

**Step 2:** Contact Meetings Focus Editorial about content

- Tyler Davidson at 415.782.2250 or [tyler.davidson@meetingsfocus.com](mailto:tyler.davidson@meetingsfocus.com)

**Step 3:** Send necessary images and materials to

- Candy Holub at 800.553.8878 x5025 or [candy.holub@meetingsfocus.com](mailto:candy.holub@meetingsfocus.com)
- Please see complete materials check list below.

**Step 4:** Test launch Custom e-Newsletter two days prior to launch date.

**Step 5:** All changes/approvals must be submitted within 24 hours after test launch.

**Step 6:** Final test launch for approval from the final contact.

**Step 7:** Launch Custom e-Newsletter.

## File Transmission

Please submit small non-zipped files to [production@meetingsfocus.com](mailto:production@meetingsfocus.com)

To submit large files, please upload them to our file transfer site directly as compressed zip files.

**File transfer:** [transfer.meetingsfocus.com](http://transfer.meetingsfocus.com)

**user name:** Meetings (case sensitive)

**password:** Transfer (case sensitive)

Once connected to our file transfer site, place files in the **Meetings Focus** folder and identify them by company name, (i.e. company\_room2.jpg)

Please send a confirmation email to

[production@meetingsfocus.com](mailto:production@meetingsfocus.com) when completed.

## Client Checklist

- |  |   |
|--|---|
| <input type="checkbox"/> Template choice                                     | <input type="checkbox"/> Subject line   |
| <input type="checkbox"/> 7 images 600 X 400, 300 dpi with corresponding URLs | <input type="checkbox"/> Physical address and phone number  |
| <input type="checkbox"/> 728 x 90 banner with corresponding URL              | <input type="checkbox"/> Website URL  |
| Accepted format; JPG or GIF  | <input type="checkbox"/> Contact list for test launches and proofing                              |
| No Flash, Javascript or Animated GIF   | <input type="checkbox"/> Final contact to receive final test launch and for the ultimate approval |
| <input type="checkbox"/> Logo with corresponding URL                         |   |

## E-Media Contact:

Gail Utt  
 Production Director  
 800.553.8878 x5052  
[gail.utt@meetingsfocus.com](mailto:gail.utt@meetingsfocus.com)



Sample Custom e-Newsletters



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