

DEDICATED EMAIL BLAST SPEC SHEET

General Specifications

- Dimensions
 - Width: 600px wide (recommended)
 - Height: flexible
- File Size:
 - 100KB max (recommended)
- HTML file is preferred when submitting materials
- All messages are sent 'from' MJBizDaily

SEND MATERIALS TO:
Molly Ford
MollyF@MJBizDaily.com

Images

- JPG or GIF file formats
- RGB color
- Self-hosted images are preferred
- If you are hosting images in your HTML file, please verify that they are linked correctly

Subject Line

- Maximum 60 characters including spaces
- [Sponsored] will be inserted at the beginning of the subject line
- Subject to editing by MJBizDaily to clarify source of mailing
- May not contain all capital letters, only one word, SPAM trigger words or characters that require encoding

Not Allowed

- No animation
- No sound
- No flash or JavaScript

Submitting Your Materials

- All materials must be sent to Molly Ford at MollyF@MJBizDaily.com at least **7 business days prior to scheduled send date**
- Sponsors will receive up to two proofs (one round of changes included) to review and approve their email
- If sending an HTML file (preferred), send in the following format:
 - Zipped folder containing HTML file and images
 - Subject line
- If sending a static image and URL (not recommended), send in the following format:
 - Image
 - URL
 - Subject line
- Materials must be sent 7 business days prior to scheduled send date

- If sending, copy, static images and URLs (not recommended), send in the following format:
 - Word doc containing copy and image placement
 - Images
 - URLs
 - Subject line
 - Materials must be sent 7 business days prior to scheduled send date

Other things to keep in mind

- *Marijuana Business Daily* will add standard, lawful 'sponsored message' information in the subject line, header and footer of your email (see sample format below).
- Unsubscribe information will be Anne Holland Ventures unsubscribe link. We do not support unsubscribes from other companies, but a suppression list can be accepted if you have a list of Do Not Contact emails that you wish to honor. Most people do not choose this option.
- Your offer and content must be appropriate for business, entrepreneurs, dispensary managers, suppliers, and/or lawyers in the industry. NOT consumers or patients. *Marijuana Business Daily* reserves the right to alter or refuse to send content at their discretion.
- If you are unable to provide your materials by the material deadline, it does not constitute as a cancellation.

Contact

Molly Ford, Client Relationship Manager MollyF@MJBizDaily.com 401-371-3291

