

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
- Email templates should be optimized to be mobile responsive (~50% of our audience are mobile).
- Creative should contain a call-to-action, preferably and highly recommended "buttons" for CTAs.
- Dark text over light/white backgrounds.

SEND MATERIALS TO:
Savannah Brown
SavannahB@MJBizDaily.com

Submitting Your Materials

- All materials must be sent to Savannah Brown at SavannahB@MJBizDaily.com at least **7 days prior to scheduled send date**
- Sponsors will receive up to two proofs (one round of changes included) to review and approve their email
- HTML file (preferred), send in the following format:
 - Zipped folder containing HTML file
 - Subject line
 - Photoshop files converted to HTML coding cannot be accepted.

Images

- Self-hosted images are required with absolute URLs to creative assets
 - Absolute URL example - <https://www.company.com/web/emailphoto1.jpg>
- If hosting images in your HTML file, please verify that they are linked correctly
- JPG or PNG file formats
- RGB color

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

Preview Text

- You may provide a preview text for emails. Preview text should be ~90 characters.
<https://litmus.com/blog/the-ultimate-guide-to-preview-text-support>
<https://sendgrid.com/blog/perfecting-your-email-preview-text/>
- If no preview text is provided, we will use "A message from one of our sponsors. Learn more about _____."

Not Allowed

- Animation
- Sound
- Flash or JavaScript
- Photoshop converted to HTML coding cannot be accepted.
- Creative cannot use MJBizDaily likeness without pre-approval.

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 Marijuana Business Daily / Hemp Industry Daily 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.
- Sponsored emails are sent on a weekly basis- every Thursday morning.

Contact

Savannah Brown, Sales Operations Associate SavannahB@MJBizDaily.com 720-464-5932

Example:

The diagram shows an email layout within a rectangular border. At the top center, the text reads "=== A Message From One of Our Sponsors ===". Below this is a large dark blue rectangular area containing the text "YOUR EMAIL CREATIVE" in white, centered. At the bottom of the email content area, there is a disclaimer: "Disclaimer: The above was a note from one of our sponsors. Marijuana Business Daily does not endorse nor evaluate the claims of our sponsors, nor do they influence our editorial. We thank our sponsors for their support so we can continue our exclusive daily news service." Below the disclaimer is the contact information: "Marijuana Business Daily | A Division of Anne Holland Ventures Inc. 2750 S Wadsworth Blvd, Ste D-200 Denver CO 80227 USA". At the very bottom, there are two links: "Unsubscribe" and "Change Subscriber Options".

Labels with arrows pointing to the layout:

- MJBizDaily Header (points to the top text)
- MJBizDaily Footer (points to the bottom text)