

2021 EMAIL MARKETING BANNER SPECIFICATIONS

DEADLINE

Materials are due 3 weeks prior to distribution date.
For questions contact gretchen@premiereshows.com.

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

Banner Email (Image):

- Ad
- Website Link

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPG, PNG, or GIF ONLY
- Static design ONLY no animations

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

gretchen@premiereshows.com

GUIDELINES

AD NAME	DIMENSION	SIZE
Banner	144x198	40K
Email		

HELPFUL HINTS

It is recommended email marketing creative and verbiage should connect and engage attendees to your presence at the show, showcasing what your company will be doing or offering at the show. Samples include:

- What discount will you offer at your booth?
- What exciting activities or education will you be conducting?
- What new products would they be able to try or buy?
- It's always a good idea to include a call to action such as "click here" or "click now".

To avoid delays in load time be sure to follow the guideline sizes above. If needed the official Premiere Orlando show logo is available for download [here](#).

SAMPLE

BANNER EMAIL

144x198

premiereORLANDO
International • Beauty • Event

OCTOBER 17-18, 2021

[SHOW INFO](#) | [REGISTER](#)

FINAL HOURS! SAVE
\$15
Show Price
Register by 4/20 Midnight, EST

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BANNER**

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Join us at Premiere Orlando & Premiere DAYSPA June 1-3, 2019 for the Beauty Industry's most important show. Get the education you need to succeed with 650+ classes and 850+ exhibitors. Register early to save \$15 by April 20.

For more information, please contact 800-335-7469 or visit premiereorlandoshow.biz.