Homeland Security News Wire

GUIDELINES

Email Subject Line: Maximum of 40 characters, including spaces. Make it compelling and specific.

Additional Specifications:

- Please provide both an HTML file and a plain text file to avoid deliverability issues on certain mobile devices.

- Maximum email width is 600px.

- Include a minimum of 75 words of text in total or your Email Blast may be picked up as spam.

- Your Email Blast content should be at least 70% text and no more than 30% images, or it may be picked up as spam. For this reason we do not permit sending image only Email Blasts.

Tip for the Best Results:

- It's best to utilize short blocks of text and bullet points to capture the reader's attention as readers usually "scan" the email content.

CUSTOM PROGRAM DETAILS

Design & Development: If you require assistance in the design and development of your email blast, the News Wire Publications graphics team can develop an email blast template including a header graphic & body layout for an additional cost. *Please inquire for further details and pricing.*

Higher Volume Dedicated Email Blast Campaigns:

- **Bulk discounts are available for higher volume and consistent email campaigns.**

- **With a minimum of 5 dedicated Email Blasts:** News Wire Publications will design a company email template with a header graphic & body layout, included in the price of the Email Blast Campaign. Custom and additional template development may incur an additional design fee.

- **With a minimum of 10 dedicated Email Blasts:** News Wire Publications will design two different company email templates with different header graphics & body layouts, included in the price of the Email Blast Campaign. Custom and additional template development may incur an additional design fee.

SUBMISSION DETAILS

Submit files no later than one week prior to your Email Blast date. Please email your files to your account representative or advertise@newswirepubs.com.

Please Note: News Wire Publications, LLC retains the right to review and approve the content of all Email Blasts to ensure deliverability.