

EMAIL GUIDELINES

Due Date: May 1

Submit Artwork to: exhibits@ncvh.org

EMAIL MARKETING MESSAGE **\$2,500**

One-time email marketing message sent to conference attendees, based on availability. HTML code and image hosting provided by sponsor.

FORMATTING GUIDELINES

- All images contained in email ad MUST be hosted on sponsor's server
- 600 pixels maximum width
- Responsive web format (recommended)
- Create email ad to include some HTML type, avoid creating entire ad as images (recommended)

SUBMISSIONS AND SCHEDULING

- Schedule send date by emailing exhibits@ncvh.org; availability is limited
- Submit code and subject line to exhibits@ncvh.org one (1) week prior to email send date
- Forty (40) characters or less subject line (may require a reference to "NCVH" depending on terms of agreement)
- HTML link (or) text document with HTML code

DISTRIBUTION/REACH

- Distribution target: NCVH 2019 past attendees and NCVH 2020 Annual Conference registrants (approximately 2,000 to 2,500 email addresses)
- Distribution demographics are comprised of diverse clinical and non-clinical disciplines including, but not limited to, physicians, allied health, fellows and administrators

EMAIL MARKETING ADS **\$1,500**

120 x 600 pixels in daily NCVH emails sent to attendees, priced per ad, per day