

# premiereCOLUMBUS

## 2019 EMAIL MARKETING BANNER SPECIFICATIONS

### DEADLINE

Materials are due 2 weeks prior to distribution date.

### 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
- JPEG, PNG, or GIF ONLY
- Static design ONLY no animations

### SEND MATERIAL TO

**Gretchen Nielsen**

Director of Marketing

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

[gretchen@premiereshows.com](mailto:gretchen@premiereshows.com)

### GUIDELINES

AD NAME	DIMENSION	SIZE
Banner Email	144px x 198px	40KB

### 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?
- Its 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 Columbus Logo is available for download [here](#).

### PLEASE NOTE

Your email will be distributed to 33,000 (data as of 10/24/2018). A copy of the email blast will be provided to your email address upon distribution.

# SAMPLE

## BANNER EMAIL


144px x 198px

premiereCOLUMBUS  
October 6-7, 2019

SHOW INFO HOTEL & TRAVEL CONTACT US REGISTER TO ATTEND

Your  
**ONE STOP-SHOP**  
FOR EVERYTHING BEAUTY!

OVER 400 BOOTHS!



**SPONSOR BANNER**

REDKEN **MATRIX** SAM VILLA  
andis *borboleta*  
SUTFACE **seny hair** PULPRIOT CND.  
HALOCOUTURE amika:

plus many more...

**VIEW FLOOR PLAN ▶**  
Exhibit Floor Located in Hall B

SAVE \$10 BY OCTOBER 5

SHOW PREVIEW

WORKSHOPS

f i t

Discover our other shows!

premiere COLUMBUS    premiere BIRMINGHAM    premiere PHILADELPHIA

Join us at Premiere Beauty Classic for the most exciting show this year! Register on or before October 5 and save \$10 off the day of show price. \*Your registration includes entrance to the exhibit hall, all FREE classes and show floor education.

For more information, please contact 800-335-7469 or visit [beautyclasseshow.com](http://beautyclasseshow.com).