



# Email Media Specifications

## Testimonial:

"With online marketing having been my primary business focus since 1996, I have seen and heard it all. When it comes to newsletters and ethical business practice, there is no equal to Bravenet! My company and our clients have enjoyed far superior ROI and service from this relationship than from any other in our past, and plan to continue our success into the long term future. I recommend their services to any Company where they would apply."

**Thomas Mathews**  
**edepiction.com**

## Contact Us

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- [Anna Love:](#)** x123
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**Web:** [www.bravenetmedia.com](http://www.bravenetmedia.com)

## Dedicated Mailings

- HTML or Text
- Max 50k
- 600x800pixels
- Max 5 click thru URL's
- Must pass in house SPAM testing
- If required please supply suppression list in CVS format

## Newsletters:

### Members Update / Tips and Tricks

- Top Text** (font size 2 for all of the below):
  - Headline: Max 40 characters of text (1 line): blue, underlined, centered and hyperlinked
  - Body: Max 120 characters of text (2 lines): black, centered, no hyperlinks, no underlines
  - Call to action: max 40 characters of text (1 line): orange, centered, hyperlinked

- Text ads** (font size 2 for all of the below):
  - Bonus top text: max 20 characters of text: blue, underlined, hyperlinked
  - Image: 32x32 pixels: hyperlinked, left alignment
  - Headline: Max 30 characters of text (1 line): red, underlined and hyperlinked, left alignment
  - Body: Max 250 characters of text (up to 7 lines): black, no hyperlinks, left alignment
  - Call to action: max 35 characters of text (1 line): blue, centered and hyperlinked

**Main Image ad** 600\*250, max 45k

## Webmaster Resources / Webmaster Freebies

**Main Image ads** 300\*300, max 30k

- Text Ads** (font size 2 for all of the below):
  - Bonus top text: max 20 characters of text: blue, underlined, hyperlinked
  - Image: 32x32 pixels: hyperlinked, left alignment
  - Headline: Max 30 characters of text (1 line): red, underlined and hyperlinked, left alignment
  - Body: Max 250 characters of text (up to 7 lines): black, no hyperlinks, left alignment
  - Call to action: max 35 characters of text (1 line): blue, centered and hyperlinked

