

# Quick Guide to Custom eBlast specs

## eBlast or ePostcard?

- eBlast: typically contains text with no or very limited graphics. If graphic are included, the total files size is 50k **Maximum of 600 pixels wide by 1200 pixels high**
- ePostcard: **Maximum of 600 pixels wide by 400 pixels high**; 50K limit

## Materials:

- Please provide **creative in final form**.
- Are due a **minimum of 7 business days** prior to email deployment date.
- **Do not use cascading style sheets** when creating your file; in-line styling is acceptable.
- **Image hosting:** If you are hosting the images in your HTML email, please verify that they are linked correctly. If we are hosting the images, please provide the supporting files separately, but be sure to provide HTML file with graphics linked in relative format (i.e. put both the graphic files and HTML file in the same folder and link to the images in your HTML like ``).

## Be sure to:

- provide the target **urls** (included in your HTML)
- include a **subject line:** (i.e. Special Summer Offer)
- provide the **company name**, as it is to appear in the "From" field: (i.e. A promotional message from [name of magazine] and Acme Electronics Inc.)
- provide us with both the **test and seed lists**
- provide **email suppression file**. We purge these names from our list. This is so we comply with the CAN-SPAM Act. If you, the sponsor, do not have an opt-out list and are using a IO other than a Penton IO, it is necessary to sign a 3<sup>rd</sup> party letter of indemnification. **No eBlast or ePostcard can go out without a suppression file or a signed Penton IO or a signed 3<sup>rd</sup> party letter of indemnification on file.**

## Please send materials to:

### **Gene Radin**

Online Sales & Marketing Manager  
Penton Media  
249 West 17th Street  
New York, NY 10011  
Email: [gene.radin@penton.com](mailto:gene.radin@penton.com)

The next page contains the 3rd Party Letter of Indemnification which may be signed and faxed to: **(913) 981-5631**

**INDEMNIFICATION LANGUAGE**

1. We shall, at our own expense, indemnify, defend, and hold harmless Penton Media, Inc. together with its affiliates, employees, directors, officers, representatives, and agents (“Penton”) against any claim, suit, action, or other proceeding brought against Penton by a third party based on or arising from Penton’s distribution of promotional e-mails to any e-mail address EXCEPT those e-mail addresses that appear on a suppression list we provide to Penton. The term “suppression list” is defined as a list of those addresses of prior recipients of e-mails from the sender who have requested that no further e-mails be sent to them by the sender (they have “opted out” of the receipt of e-mails).

2. We shall, at our own expense, indemnify, defend, and hold harmless Penton against any claim, suit, action, or other proceeding brought against Penton by a third party based on or arising from any of the following:

- Our failure to supply Penton with a complete and accurate suppression list. If for any reason one or more e-mail addresses are omitted from the suppression list presented to Penton, we shall indemnify, defend, and hold harmless Penton from any claims arising from that omission.
- Any inaccurate statement to Penton that we do not have a suppression list when in fact we either do have a suppression list or should have a suppression list.
- Our use of any suppression list supplied by Penton for any purposes other than suppression.
- Our failure to supply Penton with an opt-out mechanism either in the form of an opt-out link or an unsubscribe e-mail address to allow recipients of promotional emails to request that no further e-mails be sent to them

3. We agree to indemnify, defend, and hold harmless Penton against any claim arising under the circumstances listed in paragraphs 1 and 2 provided, however, that in any such case: (i) Penton provides us with prompt notice of any such claim; (ii) Penton permits us to assume and control the defense of such action, with counsel chosen by us (who shall be reasonably acceptable to Penton); and (iii) we do not enter into any settlement or compromise of any such claim without Penton’s prior written consent, which consent shall not be unreasonably withheld or delayed. We will pay any and all costs, damages, and expenses, including, but not limited to, reasonable attorney’s fees and costs awarded against or otherwise incurred by Penton in connection with or arising from any such claim, suit, action or proceeding.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name