GRAPHICS|PRO|EXPO

EDIRECTS
PRE- AND POST-SHOW EBLAST MESSAGING

Get your message out with exclusive, custom email blasts sent to the geographic marketing universe before, or after, GRAPHICS PRO EXPO. Includes ALL show registrants at no additional cost!

Only $750 for 2,500 names! Plus the pre- or post-show registration list. Additional names available at $300/1,000 names. *Available for exhibiting companies only.*

Email Design & Coding Tips
Note: Flash, Video and Rich Media are not supported in email.

- When creating an HTML email, please do not save as a PDF, image or any other document as HTML. Doing this will result in a file with an .html extension, but it will not be coded correctly for email and will result in multiple display issues
- Do not create your message as one large image. For many users, email images will not display by default so your message could get missed
- HTML documents should be set up between 600-650 pixels wide
- Use TABLES instead of DIVS
- Reference which CSS style elements are supported by each ESP to ensure your design is consistent across as many inboxes as possible
- Here are some helpful HTML coding resources:
  - Email coding 101
  - Coding and design guidelines for the inbox
  - How to code a responsive email from scratch

Artwork Specs:
- File Format: HTML/XHTML (must be specifically coded for displaying in an email)
- File Size: 100kb recommended (including all images)
- Image files (JPG or GIF) need to be at 72 DPI and RGB color format. Please do not resize JPG files within your HTML file
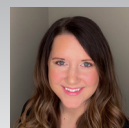
Examples of previous eDirect messages
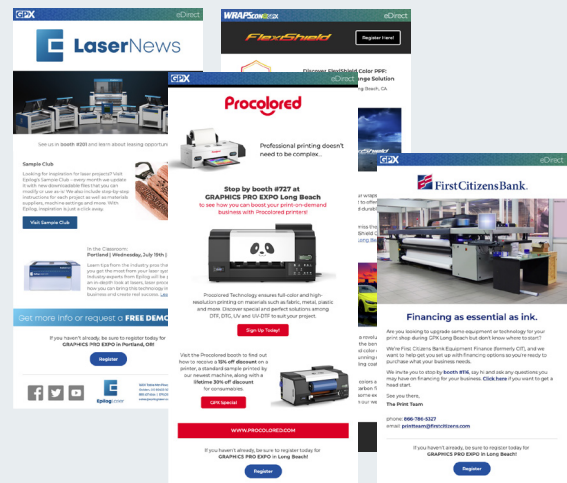
See graphics-pro-expo.com/exhibit for details

Contact your Account Executive today!
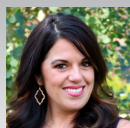
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