



Targeted Email Marketing Program

DEADLINE

Please email the HTML file and submit the completed form by **16 November** to

Stacey Courtney
scourtney@mla.org

The MLA, at its sole discretion, reserves the right to reject any application for targeted email marketing.

Before the MLA's January convention even begins, you can promote your company, products, and activities directly to convention registrants with the MLA's targeted email marketing program. Use the email to draw traffic to your MLA 2024 presence by

- advertising convention discounts and promotions
- announcing receptions, giveaways, and events
- celebrating a new publication, product, speaker, or event
- providing a special gift or discount to those who visit your booth, whether online or in person

You create the email message, and the MLA will send your message from its domain name to convention registrants beginning in early December. Each email blast will reach close to 1,000 convention registrants.

To place your order, complete this order form and return it to Stacey Courtney by 16 November 2023. An invoice will be sent to you, and payment must be received before we can schedule your email request.

USING THE MLA EMAIL TEMPLATE

Using the MLA's template is a great option for those who don't normally create HTML emails and for those looking for a quick or simple design. You send us the content (see content requirements below) and we create the email. The required content includes

- email subject line
- your exhibitor logo (jpg, gif, or png, 2MB maximum size)
- a headline (85 characters maximum)
- a main image linked to a URL
- a sidebar with your exhibit information (exhibitor name, booth number, short blurb)
- message content (1–2 paragraphs)
- a button that encourages an action (Click here to . . .) and leads somewhere (a URL, your online exhibit page, a survey, a sign-up for meeting times, etc.)

Content should be submitted at least three weeks before the desired send date.

CUSTOM-DESIGNED EMAIL REQUIREMENTS

Please select this option *only* if you are experienced at designing compliant HTML emails with inline CSS and hosted images. The MLA is not able to provide email development assistance.

1. Your email should include your logo, email subject line, exhibit booth number unless exhibiting online only, and links to your website.
2. Submit your email as a simple HTML file without external CSS code.
3. Email code should be written in valid HTML with inline CSS (for assistance converting your email code to CSS inline, see templates.mailchimp.com/resources/inline-css).

4. Images must be hosted on an external server, and image links must use an absolute URL (e.g.,). Do not send image files with your HTML; we are unable to host them.
5. NEED ASSISTANCE? Try using an email creator like Stripo (stripo.email) to create the message, export the final HTML, and send it to us.
6. Your physical (mailing) address must be included at the bottom of the email.
7. Please omit any unsubscribe links. Opt-outs will be handled by the MLA.
8. Please submit your final HTML at least three weeks before the desired send date.

A copy of the formatted email will be sent to you for approval before mailing to contacts.

EMAIL INFORMATION

PREFERRED EMAIL SEND DATE

EMAIL SENDER NAME

EMAIL SUBJECT LINE

CONTACT INFORMATION

COMPANY NAME

CONTACT PERSON

EMAIL ADDRESS

PHONE NUMBER

