

# DIGITAL MEDIA KIT 2017

## E-BLAST

Create a targeted advertising message and deliver it directly to the emails of our third party opt-in subscriber lists. These are readers who are interested in the products, services, and events that will give them a business edge.

### Stats 3 Month Average

Open Rate: **23.72%**

Click Rate: **5.8%**

Subscribers: **1,288**

[Click Here for the Latest Digital Stats](#)

### PRICE

**\$495 (net)**

Rates are quoted in net dollars and are subject to change

### IF YOU'RE SUBMITTING HTML PROOF FROM CLIENT

All HTMLs submitted for e-blasts must be accompanied with a screen shot.

### WELL-FORMED HTML

- All tags must be closed
- All attributes should be in quotes
- All images should be web-standard (GIF, JPG or PNG; no.tmp files)
- All image files should accompany the HTML
- Do not use background images in tables, etc. because these will be automatically removed by Campaign Monitor
- Specialty fonts cannot be included; stick to [web-safe fonts](#)

### MATERIALS SUBMISSION

- Images, including photos and logos, should be minimum 100% of preferred size at 72dpi
- Text should be sent in a MS Word or text file.

### PROOF CONCEPT

A screen shot of your intended layout is welcome.

### GENERAL MATERIAL SUBMISSION

Submit all materials via email to

[production@venturepublishing.ca](mailto:production@venturepublishing.ca), using the client name and "E-Blast submission" as the subject line

### PROOF TO CLIENT

A proof labeled "Preview" from Campaign Monitor must be approved prior to mailout

### SCREEN SHOTS

On Windows, a screen shot is made using the Ctr-Print Screen key combination (which places the image on your clipboard), pasted in a Paint application and saved as an image file. On Mac, command -3 will place a screenshot on your desktop. If the HTML is larger than your monitor, please supply multiple shots (combined or separate).

### WHAT GETS SENT OUT

Finished HTMLs are sent out via Campaign Monitor as emails to our contact list. The width of the enclosing table is 700 pixels. Due to Campaign Monitor's HTML optimization and parsing, this email may not appear exactly like your original document.

\* Venture Publishing e-blasts are optimized for Outlook; we cannot guarantee appearance or functionality in Hotmail, Gmail, etc.