|  |
| --- |
|  |

Advertiser must complete this form and email completed form, images, descriptions and attachments **10 business days** before the deployment of their email to ehsu@kimmelcenter.org and lhouck@kimmelcenter.org – For incomplete submissions, the Kimmel Center reserves the right to modify the email and /or reschedule the deploy date.

|  |
| --- |
| SPONSOR Dedicated EMAIL request form |

|  |  |  |
| --- | --- | --- |
| **Today’s Date** |  | Deploy Date: |
|
| **Advertiser Company Name** |  |
| **Contact Name** |  |
| **Contact Email** |  |
| **Email Campaign Name** |  |
| **Desired Audience Genre** |  |
| **Subject Line** |  |
| **Email Header Section** |
| **Banner graphic for header (circle one)** | Y/ N |
| **Email Footer Section** |
| Sponsor recognition text and / or photo credit. Please type verbiage for footer. No logos in footer. |  |
| **Dedicated emails may contain up to five events / programs including the following (if you need more than one event, please send a word document as an attachment).** |
| Title / date / venue |  |
| URL for buy button |  |
| One image (400 px x 300 px) |  |
| A description containing no more than 100 words |  |
| Optional: Conductor / soloists / director; Program listing; URL for additional info |  |
| **For non-dedicated email, please provide the following for Ovation banner.** |
| Banner (800x200) |  |
| Banner URL |  |
| Other Notes / Comments |  |

**Instructions**

**RESIDENT COMPANY & PAID/DEDICATED EMAIL PROTOCOL**

**Scheduling**

Requests for scheduling dedicated emails or feature stories in Ovation must be submitted no less than four weeks in advance of deploy date by Joe Ciresi. The longer the lead time, the better chance of approval for preferred date/s. Then, the advertiser must submit the completed form prior to 7 business days to the email deploy date.

Dedicated paid email’s will be targeted to recipients, and are subject to the same guidelines as other email’s.

All paid email advertising is coordinated directly through Joe Ciresi at jciresi@kimmelcenter.org.

**Two Options for Artwork**

Advertiser can:

1. Send an already designed e-card to creativeservices@kimmelcenter.org that is 800px wide (including url). Or they can send content the traditional way based off of the specs below:

or

1. Follow the guidelines below, and submit the document our designer will help create the email:

**Content**

**Approved content** (including camera-ready graphics/images and fully-vetted copy) must be submitted one week in advance of deploy date. You will receive a draft for review and final sign-off no less than 2 days prior to deploy.

**Please provide the following for all dedicated emails:**

1. **Banner graphic** specs: 800 pixels wide, 400 pixel height, JPG format. Provide a URL for embedding if desired.
2. **Subject heading**
3. Sponsor recognition must be listed in email footer with text only. No logos.
4. Photo credits may be listed in the email footer.

**Dedicated emails may contain up to five (5) events**/programs including the following:

1. Title/date/venue
2. URL for buy button
3. One image (400 px x 300 px)
4. A description containing no more than 100 words
5. Optional: Conductor/soloists/director; Program listing; URL for additional information

**Please provide the following for Ovation feature stories:**

1. 800x200 image
2. URL for link

**How to submit content to** **creativeservices@kimmelcenter.org**

* Email copy in a Word document attachment

Images (JPGs) should be sized and optimized for web (no high-res files), and attached to the same email.