

SOLUS EDM Specifications

SPECIFICATIONS FOR SOLUS EDM

SOLUS

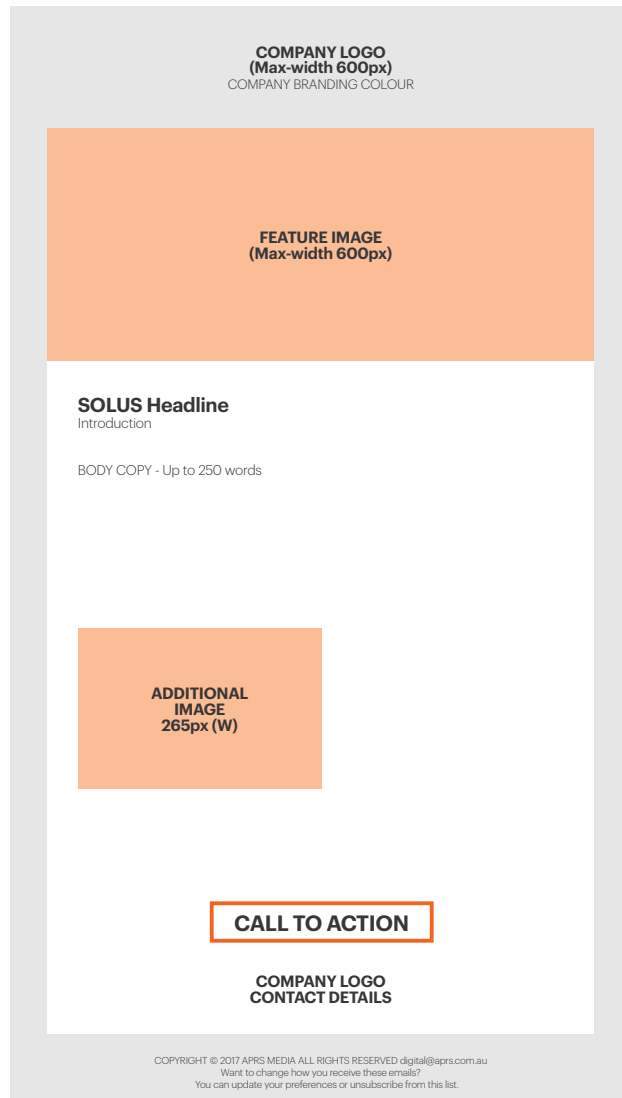
▶ For best results please supply the following to us

Asset	Specification	File Types
Feature image	600(W) x up to 600px (H)	PNG JPG
Additional images (2-4)	265(W) x up to 265px (H)	PNG JPG
Full size additional images (feature images)	600(W) x up to 600px (H)	PNG JPG
Logo	up to 600px (W)	PNG JPG
Body Copy	up to 250 words	Word PDF
Call to action	Contact details, link or offer	Word PDF Email

Don't forget to supply

- ✓ Your **corporate colour** (ie; a "Hex" color value)
If unsure, we can grab the colour from your logo
- ✓ Your **logo** (max-width 600px)
- ✓ Supply up to **4 additional images**
- ✓ Your **contact details**
- ✓ Your **links**
Multiple links are fine, just specify the link location/s
- ✓ Your **email subject line** (to appear in recipient's inbox)
*150 characters max *Introduces your email to the user*
- ✓ Your **email preview text** (to appear after subject line)
*150 characters max *Adds further detail to your email*

SOLUS Example



Please note

- ▶ You can link to video, however we can't host video within the email. Your preview image of the video will appear with a triangle 'play' button and link to the supplied video link.
- ▶ You can supply multiple images however their inclusion will be at the discretion of APRS Media Creative. We will do our best to include all of your assets. Please specify the desired layout when providing multiple images/assets. This can be visually (via an image, word doc or pdf) or explained in a word doc or email.
- ▶ The publications assets at the top of the email and the foot must remain for the purposes of the publisher APRS Media.
- ▶ Please supply click through URL and completed EDM content to **digital@aprs.com.au**.