Specifications

- **HTML file with inline styles**
  www.w3schools.com/css/css_howto.asp
- **Uncompressed photoshop file**
  layered photoshop file preferable
- **High quality JPG**
- **Unrasterized PDF**

If you send us an image and would like to have multiple URLs embed in the newsletter.

- Be specific about which link goes where
- Any non-web safe font type will be converted into image.
- Any text over gradient background or image will also be converted into image.

If you prefer to send HTML, you can also set CSS external, or internal. We will convert them to inline as long as there are styles set.

Acceptable files:
html, gif, jpg, pdf. Note: no ad files can be animated with Flash.

HTML Ad dimensions: 550 pixel wide x variable height (7.64" x variable height).

Your Geo Target E-blast can include:
A customized subject line, typed description of your products, services, events, e-mail address, web links and graphics.

*For Responsive e-mail file type, please avoid the following when building your E-Blast:

- avoid sending E-mail files wider than 550 pixels, they may not be accepted
- avoid using body background color
- avoid using background images because they do not always render correctly in specific email clients

Please Note: Responsive e-mail messages help deliver your advertising message to potential customers looking great, no matter what device your customers are viewing them on. We encourage you to create your e-mail files using responsive designs for this purpose. Due to the more complex nature of these files, it is more important than ever to create these files to the specification we provided so they work as you intend them to.

Dynamic Chiropractic LOCAL EXCLUSIVE

WIDTH
**550 pixels
@ 72 dpi**

HEIGHT
variable height

**MPA
MEDIA**

www.mpamedia.com

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ACUPUNCTURE Today · **LOCAL EXCLUSIVE**

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