Your guide to Sponsored Content Emails for **AUDIOLOGYONLINE**

Sponsored Content Emails look like AudiologyOnline emails, but they're devoted entirely to your brand and message. You supply the content, including the subject line, courses, copy, and images. We format and deliver your message to our highly engaged opt-in subscribers.

Sponsored Content Email checklist

☑ Provide a subject line; 41 characters max

☑ Include a line of preview text, which follows the subject line & can be seen before the email is opened; 80 characters max

☑ Provide all assets for the body of the email (detailed on the next page)

☑ Include any instructions for tracking links within the email for reporting purposes (e.g., &utm_campaign=example)

☑ Provide a list of email addresses from your organization to send proofs* & the final email

Tips to get the most out of your sponsored email

- Your subject line should be compelling, concise, and relevant.

- Tie your email to a landing page. This is a great way to convert clicks to clients.

- More than half of all email is opened on a mobile device. Keep your copy concise and scannable for readers on the go.

- When in doubt, conduct a five-second test. You'll get higher conversions if your message grabs the audience's attention within the first few seconds of opening the email.

- We recommend that you and your team members opt in to receive marketing emails from AudiologyOnline. Register here for free to get a first-hand experience of what the audience will receive.

CONTACT US TO LEARN MORE

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*A proof of your email will be provided for a maximum of two rounds of changes.

Sponsored email specs

Please provide the following assets for the body of your email*

1. Logo
400px max width; 128k max file size; JPG or PNG

2. Banner ad + URL
1200x338; 72 dpi; 90k max file size; JPG (static only)

3. Courses
Choose 2-3 of your courses.

4. Ask The Experts - or Interview
Please select from your existing editorial content.

5. Video image + URL
1200x500 image; JPG (static only); Video still image should include a play button; Please provide desired video link.

6. Product image**
250x250 image; JPG (static only)

7. Product name + URL

8. Product info

9. Call to action
Example: Learn More >

10. Social Links
Facebook & LinkedIn; If your social links are not provided, we will link the icons to AudiologyOnline's social accounts.

Due Date

Assets are due four weeks prior to deployment. Send dates may need to be adjusted based on when we receive your assets.

*There is no need to provide HTML.

**All images provided must be purchased for general marketing purposes. We cannot load images that are not licensed for marketing in this email. We may request proof of purchase or proof of use for any images provided.

audiologyonline
Sponsored email brought to you by:

YOUR LOGO

Great banner ad offer!
$25 GIFT CARD
Click here and you could win a gift card.
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Featured Courses
Conquer Auditory Processing Disorders
Presented by Dr. Helen Lane, AuD
Wed, Oct 5, 2023 at 12:00 pm
Identifying Hearing Impairments in the Elderly
Presented by Dr. Stephen Smith, AuD
Wed, Oct 5, 2023 at 12:00 pm
Advanced Hearing Aid Technologies for Auditory Rehabilitation
Presented by Dr. Joshua Wallace, AuD
Wed, Oct 5, 2023 at 12:00 pm

Ask the Experts
What You Should Know About Hearing Aids: A Comprehensive Guide
Are you thinking about getting hearing aids but have no idea where to start? With this guide, you'll feel confident and prepared to make informed decisions on your hearing journey.

Video Spotlight
Overview of helping people who are deaf and hard of hearing to better communicate and interact with the world around them.

Featured Product
HearMore: Superior Hearing Technology
Our AI-powered customization tool provides personalized audio optimization, amplifying in-ear sounds to enrich the listening experience. Our unique algorithms and built-in wireless features offer unparalleled accuracy and lag-free performance for a completely natural hearing experience.
Learn More >

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