Your guide to Sponsored Product Emails for AUDIOLOGYONLINE

Leverage a proven, customized email format to boost your brand and lead generation. Sponsored Product Emails can be developed for distribution to all AudiologyOnline opt-in subscribers, to a specifically targeted list, or to your specific course attendees*. Key metrics and performance analysis are provided for each campaign.

Sponsored Product 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 a main message & call to action
- ☑ Include a mix of images & desired links
- ☑ Include any instructions for tracking links within the email for reporting purposes (e.g., &utm_campaign=example)
- ☑ Provide organizational email addresses 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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*If you are interested in sending the email to your specific course attendees, please allow for an additional two weeks lead time.

**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. Body copy
Break your copy into manageable chunks to improve readability.

- Your message should be delivered in HTML format with images linked to a file on your server or linked in a folder labeled "images" in a .zip file OR as a PDF with all desired links included.

- We prefer that you create and send a raw HTML. Please do not submit an HTML from an email platform as that may include extra, unwanted code.

- Do not mention competitors. Do not mention AudiologyOnline without approval from our editorial team.

2. Images
We prefer a mix of images and text within the HTML file (not just one big image) to aid in message engagement. Images should be in the following format:

- JPG or PNG
- 200k or less
- Max width: 580 pixels

3. Call to action
Provide a clear CTA that will appear in the button.

4. Sign off
Personalize your message by including an email signature or other signoff.

5. Social links
Provide links to your social accounts (e.g., Facebook, LinkedIn, Twitter, YouTube).

example

AUDIOLOGYONLINE
Partner Email

YOUR LOGO

Great email-only offer!

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Learn More

$25 GIFT CARD

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Contact Us

Best,
Frederick Rivas

(800) 123-4567 x 234

Connect with us

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Ex erum, oditate pra perum inctotatiate non
(800) 123-4567 | hello@email.com

DUE DATE

- Assets in **HTML format** are due four weeks prior to deployment.

- Assets in **PDF format** are due five weeks prior to deployment.

Send dates may need to be adjusted based on when we receive your assets.

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