



ASQ Sponsor Email Guidelines & Specifications

Required from the advertiser: subject line, email copy, associated graphics, and banners. Materials are due 10 business days in advance of the agreed upon send date.

Subject Line

- Limit to 50 characters or fewer
- Avoid terms “New”, “Free”, “Special”
- Avoid all CAPs or exclamation points

Content

- Use six-digit hex codes for colors
- Send email copy via word document
- Email copy should be classified under content marketing, including information beyond a product ad
- Provide full links for any hyperlinked text or images
- Do not use any dynamic scripts (JavaScript) or any form elements (checkbox, radio button, input field)
- Email messages will not be personalized

Images

- Use JPEG and PNG file formats
- Images and files will be hosted by the client, ASQ will not host images
- Limit image width to no more than 650px
- Banner Ads should be 650px by 90-150px

ASQ staff will make all reasonable efforts to accommodate specific delivery date requests, but scheduling will be conducted on a first-come, first-served basis. Timing is up to the discretion of ASQ staff.