Emailexpress™

Ready to Grow Your Sales With EmailExpress?

Let's Get Started. ▶▶▶

EmailExpress™ is a great way to grow brand exposure by getting your products and specials in front of distributors.

Setting up your EmailExpress campaign is easy – just choose from three design options:

1 ▶ Supply your own artwork based on our email ad specs.

2 ▶ Select one of our **NEW** EmailExpress templates (asiadvertising.com/new-templates) and make it your own by providing copy, images and a basic color scheme.

3 ▶ Send us the information you want to convey and the images you'd like to use, then we'll build you a fully customized email ad.*

*A $150 charge applies for custom artwork.

Want to supply your own ad?

Here's what we need ▶▶▶

1 **Your completed ad**
Make sure your finalized artwork is a JPEG file with a maximum file size of 1 MB. We recommend a size of 650 pixels wide x 750 pixels high. You can also submit an HTML file with hosted images.

2 **A client-safe version**
We need a second version of your artwork that is void of any contact information, discount codes, net pricing and distributor-only offers. This will allow the distributor to forward the email to their end-buyer clients.

3 **Checked logos**
Double-check all of your images and make sure you have approval for any logos found on our restricted logos list, located here: https://asicentral.com/unauthorized-logos.

4 **All required information**
Be sure to fill out all necessary information listed in your solicitation email. Most importantly, we need your desired subject line, email address to send requests, and click-thru link. Ask your coordinator about having your artwork click-thru to ESP®!

Please note, ads cannot include the following:
1. Scripts: Java Applets, VBScript, Perl or JavaScript
2. Meta refresh
3. External style Sheets, Layers or any other form of CSS or DHTML

Want ASI® designers to build you a fully customized ad, or planning on using one of our templates?

Here's what we need ▶▶▶

1 **Your logo and images of your product(s)**
Minimum resolution is 300 DPI and the minimum size is 4"x4". Make sure you title your product images by product number and product name, and be sure they are TIFF or JPEG files compatible with Adobe Photoshop.

2 **Any copy you'd like to include**
Be sure to give our designers an understanding of what you want to accomplish with your blast. Include pertinent company/product information, net pricing or end-buyer pricing with accompanying discount codes, a special offer to feature and design instructions.

3 **Checked logos**
Double-check all of your images and make sure you have approval for any logos found on our restricted logos list, located here: https://asicentral.com/unauthorized-logos.

4 **A completed creative brief**
Be sure to fill out all necessary information listed in your solicitation email. Most importantly, we need your desired subject line, email address to send requests, and click-thru link. Ask your coordinator about having your artwork click-thru to ESP!

Reach out to your coordinator or account executive if you have any questions. Happy marketing!

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ASI — Advertising Specialty Institute®