



Eblasts

Deliver your message directly to your best prospects. E-Blasts are a great way to introduce new products, announce specials offers, or just drive qualified traffic and leads to your website.

- 1** Choose your audience from our distribution lists.
- 2** Develop your message. Think strategically before creating an eblast. Start with your business objective, define a compelling offer, and deliver a response-driven, relevant message.
- 3** Choose a launch date.

eblasts	
Avg. Opened	13% - 15%
Avg. click-thru	2%
Price per thousand	
1,000 - 2,000	\$350
2,001 - 10,000	\$300
10,001 - 20,000	\$250
20,001 - and up	\$200
minimum	\$800

SAMPLE



SAMPLE



SAMPLE

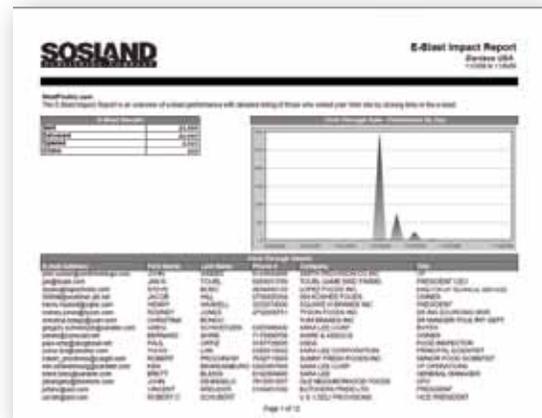


Below is an overview of our databases. For breakouts by title and industry categories, check with your sales representative.

Publication	Total database
Food Business News	34,800
Meat & Poultry	43,200
Baking & Snack	39,200
Milling & Baking News	1,800
Baking Buyer	14,600
InStore Buyer	16,400
World Grain	21,000

*Totals include Domestic and Foreign

SAMPLE REPORT



A detailed report of lead information from clicks on your eblast will be sent to you one week following the e-blast launch.

FAQ

What will I receive after the eblast is sent?

Five days after the launch we will send you an eblast report showing the number sent, opened and clicks along with a complete list of those who clicked on links within the eblast. These leads include name, company, title, and email address.

Can I choose any day to send out my eblast?

We do not send eblasts on Friday, Saturday or Sunday. We also only send 1 eblast per distribution list per day.

What should I do to improve my eblast performance?

The most important thing you can do is send a message that your audience will be interested to read and encouraged to react; fill out a registration form, get a free offer, go to your site to learn more, etc.

Are there tips for designing an eblast to get through spam filters?

There are various things that spam filters check to decide if the email is legitimate. Here are a few things we recommend to increase your deliverability:

- Avoid using large images. Spam filters check the graphic to text area ratio. Text in an eblast should be html text rather than embedded as part of a jpeg or gif.
- Avoid borders on tables.
- If you're concerned about using promotional words in the body of your eblast, we can run a spam test on it to see how it scores and what we might need to change.

Can my eblast be text only, no graphics?

Yes. If there isn't a need for images, text-only eblasts can, and sometimes should be used. The elimination of graphics will most likely improve the deliverability of the email. In some tests, the text-only email not only had a higher open rate but the click-through rate was near double that of the html designed eblast with the same message.

What file format is acceptable? Can I send a PDF?

Html files are the only acceptable format. We can not accept JPEG, GIF or PDF.

Can I design an eblast in Publisher and use the "save as web page" option?

No. Html files should be created in Dreamweaver, Frontpage or written as html code by someone who is proficient in html design. Publisher, Word, Powerpoint and other similar programs have a "save as web page" feature but this is misleading and does not create a suitable file to use.

What tips should I keep in mind when designing my e-blast?

- Use tables, not divs.
- Use inline CSS, not embedded CSS.
- We recommend a maximum of 650 pixels width. It can be as long as you need it to be.
- Try to get your call-to-action above the scroll.
- Always use text for important information.
- There isn't a maximum or minimum amount of words you can use. Write for your readers and not for yourself. Emails are about informing, not impressing.
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>)
- HTML files for eblasts must have active links coded into the page.
- Flash, Rich Media, Image Maps and Javascript are not available in e-mail products. The use of Image Maps does not allow our system to track clicks.
- Avoid using absolute paths to remote style sheets. Some email clients do not render these properly.

What to send:

- Submit files to: cfluegge@sosland.com
- Specify the subject line (recommended 6 words max.)
- Seed list: Specify the email addresses of those who need to receive the proof and also who should be included on the final launch.
- Submit both html and back-up text versions (include text that appears in graphics)
- Materials due date: all materials must be received 5 days prior to the launch date.

Can Sosland create the html eblast for me?

Yes. We have designers who will work with you to create the eblast for you. There is no extra design fee. Please send the following information to cfluegge@sosland.com:

- 1-3 paragraphs of text including a call-to-action
- Detailed linking instructions (what words or images should be links and what URL they should link to)
- Artwork/images
- Specify subject line (recommended 6 words max)