MONTHLY IGA EBLAST • SPONSOR GUIDE

Updated Artwork Guidelines

Effective July 2026

Thank you for your partnership.

Due to the increase in sponsorships, **we will now be combining two sponsors per eblast on several days**, as we don't want to send more than one IGA eblast a day.

> **How double days work**
> Double days rotate among sponsors based on your level of commitment, and higher sponsorship categories are exempt. Rest assured, **your product or service category will never be paired with a similar one.**

We want to do the best we can for you. Please follow the guidelines below when preparing your camera-ready artwork for your monthly eblast.

ARTWORK GUIDELINES

1. **File format:** All artwork must be a PDF, PNG or JPEG. No HTML at this time.
2. **Size:** Artwork must be **600 × 600 pixels** (2.73″ × 2.73″, square).
3. **Keep text light:** Because of the smaller size, we recommend minimal text. ***The purpose of these ads is to create awareness and drive viewers to your website, landing page or email via the link provided.***
4. **One link for the artwork:** Please include **only one link** for the image — a URL to a website or a landing page for a demo, meeting set-up, etc. An email address can be used but is not recommended.
5. **Two call-to-action buttons:** Two buttons appear below your artwork, such as Contact Us, Request a Demo (catalogue, appointment, etc.) or View Our Website. **We need both button names and a link for each button.**
6. **Subject & headline:** We also need a **short subject** for your artwork. You may also include a **longer headline**, which will appear above the artwork.

SUBMISSION CHECKLIST

ITEM	WHAT WE NEED
☐ **Artwork file**	PDF, PNG or JPEG — 600 × 600 pixels (square). No HTML.
☐ **Artwork link**	One URL for the image (website, landing page, demo or meeting sign-up).
☐ **Button 1**	Button name + link (e.g., "Contact Us").
☐ **Button 2**	Button name + link (e.g., "Request a Demo").
☐ **Short subject**	Brief subject line for your eblast.
☐ **Headline (optional)**	A longer headline displayed above your artwork.

See the example eblast on the next page.

EXAMPLE EBLAST

Here's how your artwork, headline and call-to-action buttons come together in a finished IGA eblast.



Before you submit, don't forget:

A **link for the artwork**, **names and links for both buttons**, a **short subject** and your **headline**.

QUESTIONS?

Contact **Leslie Devitz** at **lesliedevitz@gmail.com**