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**LIMELIGHT EDM SUBMISSION**

**Please return this document to** **william@limelightmagazine.com.au**

**7 days prior to distribution.**

Please ensure all text is correct and approved prior to submission.

**STYLE GUIDELINES**

Your copy will be edited to align with *Limelight’s* House Style

* Text and buttons are aligned left
* Headings are in uppercase
* Email Subjects should avoid use of exclamation marks (!) and uppercase text
* Only three colours are used within the email: Black (#000000), White (#FFFFFF) and Red (#B292F)

**IMAGES**

* **One column** -Minimum width 1,200px (displays at 600px)
* **Two column** - Minimum width 600px (displays at 300px)
* **Three column** - Minimum width 400px (displays at 200px)

**NOTES**

* Please submit copy in a word document.
* Do not include images within the copy document.
* Please provide images as an email attachment.
* You will receive 1 proof email for approval. It is your responsibility to check and notify Limelight of any incorrect links, spelling or information before approving for distribution.
* A second proof will be provided free of charge for revisions made to the first proof. **Any further proof emails will incur a fee of $70 each.**

**DISTRIBUTION**

* EDM’s are distributed 8am Monday, Wednesday and Friday, with Email Subject A/B tests starting at 5am.

**TIPS/RECOMMENDATIONS**

* Any extra content you can provide to sit below your main call to action can help **improve your EDM’s performance** i.e. the inclusion of videos (static image with play button overlay), galleries, playlists, special offers and giveaways.

**PLEASE COMPLETE THE FOLLOWING AND RETURN TO US 7 DAYS PRIOR TO YOUR CAMPAIGN**

**SUBJECT LINE:** recommended length: 61-70 characters.

**Email Subject A: \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

**Email Subject B: \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

**PREVIEW TEXT:** Recommended length: 140 characters. Preview text appears on mobile devices and on some inboxes.

**Preview Text Copy: \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

**BODY COPY**: Recommended copy length: 500 characters.

**Your EDM Content:**

**TEST EDM CONTACT:** Please make sure to provide the email of person to approve EDM from within your organisation.

If you have any questions please contact william@limelightmagazine.com.au