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**LIMELIGHT EDM SUBMISSION**

**Please return this document to** [**william@limelightmagazine.com.au**](mailto:william@limelightmagazine.com.au)

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

* Email Subjects should avoid use of exclamation marks (!) and uppercase text
* Only four colours are used within the email: Black (#000000), White (#FFFFFF), Red (#B292F) and Gold (#C5B373)

**IMAGES**

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

**NOTES**

* Please submit copy in a word document.
* No more than 10x individual products can be included per EDM
* Final email needs to be under 100kb in size
* Links should use https
* 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**:

**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](mailto:william@limelightmagazine.com.au)