

EMORY

report

eBlast Advertising Policy and Procedures

CONTACT

Christi Gray, Associate Editor/Designer
christi.gray@emory.edu or 404-727-5546

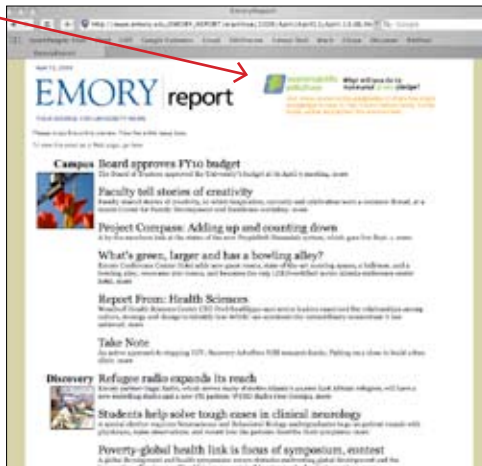
eBLAST ADVERTISING

Emory Report eBlast advertising is an online promotional tool that can reach a large number of Emory's community, who can take immediate action and go directly to an advertiser's Web site. This service is only offered to Emory clients.

PLACEMENT

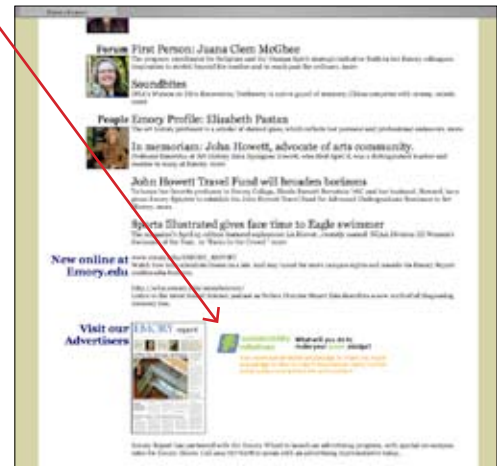
Masthead

\$250



Bottom

\$200



eBLAST RESERVATION DEADLINE

eBlast advertising requests must be received no later than 10 days prior to the desired issue date.

Reservation Form:

Clients must fill out and sign a reservation form and submit it to christi.gray@emory.edu. See attached reservation form.

CLIENT RESPONSIBILITY

The client is responsible for the accuracy of the eBlast content.

FILE SUBMISSION

Client is responsible for content and design of the eBlast ad. Final graphics must be submitted 7 days prior to the issue date. Emory Report offers free design services for eBlast ads if content is provided within 10 days of the issue date.

SPECIFICATIONS

File Format: jpg or gif

Size: No larger than...

- **Masthead:** 300 W X 100 H pixels (140 characters/30 words)
- **Bottom:** 400 W X 200 H pixels (260 characters/50 words)

Direct submissions and questions to:

Christi Gray, christi.gray@emory.edu
404-727-5546 or 404-259-7727

DISTRIBUTION

The Emory Report eBlast is e-mailed to Emory faculty, staff and students in advance of each issue, with a total reach of about 34,000 people.

CONTENT GUIDELINES

Emory Report reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to Emory University or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law or University policies and rules.

CANCELLATION POLICY

To cancel an insert, clients must contact Emory Report at least 7 days prior to the publication date reserved or client is subject to a \$50 cancellation fee.

PAYMENT

University departments, units, programs and organizations must provide a department number for billing purposes at time of insert reservation. Client will be billed after the job is completed.

IMPORTANT TECHNICAL NOTE

The eBlast is designed in an HTML Web-based format. Most e-mail programs give users the option to "turn off" the HTML viewing option if they choose, hence there's a possibility that photos, graphics and any text formatting will not be visible to some viewers. To ensure your message still reaches all of Emory Report's contacts, a text-only version accompanies the HTML formatted eBlast.

2009–10 Production Schedule

Vol. 62	Publication Date
1*	Aug. 24
2	Aug. 31
3	Sept. 14
4	Sept. 21 ONLINE ONLY
5	Sept. 28
6	Oct. 5 ONLINE ONLY
7	Oct. 19
8	Oct. 26 ONLINE ONLY
9	Nov. 2
10	Nov. 9 ONLINE ONLY
11	Nov. 16
12	Nov. 23 ONLINE ONLY
13	Dec. 7
14	Jan. 11 ONLINE ONLY
15	Jan. 25
16	Feb. 1 ONLINE ONLY
17	Feb. 8
18	Feb. 15 ONLINE ONLY
19	Feb. 22
20	March 1 ONLINE ONLY
21	March 15
22	March 22 ONLINE ONLY
23	March 29
24	April 5 ONLINE ONLY
25	April 12
26	April 19 ONLINE ONLY
27	April 26
28	May 3 ONLINE ONLY
29	May 17 <i>Commencement Issue</i>
30	June 7
31	June 21
32	July 5
33	July 19
34	Aug. 2

eBlast Ad Schedule Form

NAME: _____

E-MAIL: _____

eBLAST PROJECT: _____

DESIGNER CONTACT INFO:

Name: _____

E-mail: _____

Phone: _____

DEPARTMENT: _____

PHONE: _____ FAX: _____

eBLAST DATE FOR AD TO APPEAR: _____

SPECIAL INSTRUCTIONS: _____

PLACEMENT: Circle one option

Masthead

\$250



Bottom

\$200

