

PRWeek

Sponsored Emails:

PRWeek Insight and PRWeek Sponsored Promotion

Materials Required

HTML, Plain Text, Subject line

How an Insight and a Sponsored Promotion email works

1. We send an email to our list of readers/subscribers to promote your offer. The following links illustrates how the email will look:
<http://www.prweekus.com/newsletter/item/7756/>
<http://www.prweekus.com/newsletter/item/7996/>
2. When the reader clicks on the link on the email (try the example) it will take them to a page hosted by the client which asks for a few details eg. name, email address, job title etc.
3. Once the required details are provided the reader is able to access the offer, which is also hosted by the client.

HTML File Requirements

Creative materials should be submitted in HTML (maximum 700 pixels wide). The html file should be a summary of your content to encourage recipients of the email to read your offer. Whatever is supplied will be dropped into our template. All images must be hosted by advertiser; images CANNOT be hosted by PRWeek. We recommend your html file be around 30k with a maximum of 40k.

Please note: The images within the html must have complete URLs for any links to your site that are in the mailing. See below for further clarification:

```
<img src=/images/header.gif>  
becomes  
<img src=http://www.yourwebserver.com/images/header.gif>
```

Plain Text

An accompanying plain text version for non-HTML subscribers must also be included.

Subject line


A subject line must be provided to insert in the email.
Subject line recommended length is 50 characters with spaces.

Test Procedures


Advertisers are entitled to receive a test of the mailing. Broadcast is held pending receipt of an email approval of the test. Please note: In addition, we do not modify submitted HTML code or check links. We include an Opt-Out link for recipients to remove their email address from our list. Opt-Out links in advertiser submitted HTML code are not permitted.

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PRWeek Insight




Business Wire
A Business Performance Company



Considerations for Building a Better Online Newsroom

Every organization needs an online newsroom. It's the central communications headquarters for all of your company's news and information and can help start your conversation with media, bloggers, consumers and influencers. So, how do you make the most of this important communications platform? In this Business Wire guidance report, Vice President of Web Communications Services Ibray Woodall reviews ten important considerations — from how to manage your content to what you should choose for your newsroom's URL — for building a better online newsroom.



Ibray Woodall
Business Wire Vice President of
Web Communications Services

[download guidance report now to read more](#)

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A message from one of our sponsors **PRWeek**

Please [click here](#) to view this message in your browser.

Entries Close August 31!

When Your Product Wins, You Win.

Winners Using the POY Seal



Consumers Vote. Sales Increase.

Product of the Year is the only consumer product award that rewards innovation and is voted on by consumers. It's not only a prestigious award, but a proven ROI tool as well. Over the past 24 years our winners have enjoyed an average increase in sales of 10-15%. There is simply no better way to stand out from the competition than to have the approval of 60,000 American shoppers.

Now calling all Innovators! Enter to win the profits and the prestige today.



*2010 Winners



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Questions? Contact us at 212-213-0600 or visit producttheyearusa.com