

# MotherJones

## **Stand Alone Email Advertising**

*Mother Jones* offers single-advertiser paid email messages sent to our exclusive list, currently reaching over 125,000 email subscribers (July, 2011). *Mother Jones* distributes these messages in HTML. Dedicated emails are distributed on Tuesdays and Thursdays.

## **Specifications and Mechanical Requirements**

### **Please Do**

- provide an HTML version of your newsletter
- use simple tables with minimal nesting of cells
- supply transparent GIF images to control layout rather than CSS
- write a succinct, compelling subject line
- control background color via table cell
- double-check that your individual images do not exceed 40K
- double-check that the total footprint of the creative does not exceed 300K
- personalize your email with a custom greeting
- all CSS must be inline

### **Please Do Not**

- use JavaScript or other scripting language
- use <body> tags

## **Formatting Suggestions and Recommendations**

- HTML format allows you to produce graphically rich emails and incorporate your brand identity
- HTML format allows you to track open rates and click-through rates, which will help you analyze the effectiveness of your message
- Be mindful of the size of the email preview windows when creating your layout

## **Deadlines**

- Space Reservation: 7 working days prior to first day to run
- Material Deadline: 4 working days prior to first day to run
- Cancellation: 3 working days prior to first day to run

## **Revisions**

- MotherJones.com will make one revision to the text, i.e. spelling errors, wording, linking URL(s), portion of the creative(s)
- All requests for text edits must be submitted via email
- All layout or art edits will be made by the client or agent
- In the event that code is unable to be implemented, your dedicated email creative will be sent back to be reworked. *Mother Jones* may refer you to a designer who can be of assistance.

## **Reporting**

- Industry standard tracking reports will be provided for all of the aforementioned placements, conducted one week after your email has been sent.

## **Advertising creative materials should be delivered to:**

Young Kim  
Mother Jones Magazine  
222 Sutter Street, Suite 600  
San Francisco, CA 94108  
415.321.1700, ext. 205  
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