



## **MEMBERSHIP EMAIL OUTREACH INFORMATION**

### **EBLAST RULES + REQUIREMENTS**

The CCA facilitates two (2) types of e-blasts: **JOURNALISTIC** and **FYC** (For Your Consideration). Please find the overall rules and requirements for each to follow.

The Critics Choice Association **does not** release the membership list with contact information. You can find the current list of Critics Choice Association members on the CCA [WEBSITE](#). Associate members are not listed on the website.

- All email correspondence sent by the Critics Choice Association **or** an approved mailing house to the membership must be pre-approved by CCA.
- Each eblast send is facilitated by the CCA internal team or an approved mailing house.
- Eblasts must be scheduled in advance. Same-day eblast requests cannot be guaranteed and are subject to day/time availability.
- If including a salutation: Use Critics Choice Association Member (not CCA Member).
- The CCA team does not build eblast creative. Final creative must be delivered by studio/agency.

Mailing houses **do not** provide the names, email addresses and/or any contact information for CCA members to third parties. It is strictly prohibited for the mailing houses to do so.

### **JOURNALISTIC**

Eblasts to the CCA membership for all pre-release, **non-awards** contending film/series for pure review and/or editorial purposes. Eblasts can be sent to a specific branch or the full membership.

#### **"JOURNALISTIC" OUTREACH INCLUDES:**

- New Release Awareness
- Trailer Debut Awareness
- New Episode Announcements
- Pre-Release Screenings Invitations
- Film/Series Premiere Invitations
- Press Conference Invitations (Virtual + In-Person)
- Marketing/Experiential Event Invitations

#### **Additionally:**

- Journalistic eblasts are sent by internal CCA staff.
- One (1) "reminder" eblast is approved on a case-by-case basis and subject to scheduling availability. Please request **in advance**.
- Post-release journalistic eblast requests are approved on a case-by-case basis and subject to scheduling availability. Costs may apply.
- Pre-release Awards titles are granted one (1) journalistic eblast **specifically** for a press conference, roundtable **or** special screening event.
- Film/series Premiere invitations must be labeled clearly as such, and not as a "special screening."
  - You **cannot** include FYC screening opportunities within the same creative for a Premiere event invitation.



### **FYC (FOR YOUR CONSIDERATION)**

Email outreach to the CCA membership for all **Awards** contending film/series titles for any and all awards campaigning purposes. Eblasts can be sent to a specific branch/group or the full membership.

#### **"FYC" OUTREACH INCLUDES:**

- Awards Screening Invites + Calendars
- Awards Panel Discussions and Conversations
- Awards Tastemaker Events
- Awards Film/Series Press Conferences (Virtual + In-Person)
- Screener Viewing Access
- General Contenders Campaign Awareness
- Any correspondence directed to a Nominating Committee Group (Nom Comm)

#### **Additionally:**

- Email subject lines must begin with "FYC" for all Awards consideration eblasts.
- Please include "FYC", For Your Consideration or an "Awards" indicator within eblast creative.
- One (1) film/series viewing link per eblast creative

### **PRESS CONFERENCE INVITATIONS**

- ALL press conference invites are sent by the CCA internal team, whether Journalistic or FYC
- Journalistic press conference invitations are sent free-of-fees.
- Journalistic press conference invitations cannot include FYC screening calendars.
- Journalistic press conferences invitations cannot include a list of FYC categories.
- Press conference invitations for a new season of a currently nominated series sent after CCA nominations have been announced fall under FYC **not** Journalistic.
- **Post-Press Conference Transcript Eblasts:**
  - Must be sent within five (5) business days of the press conference event date
  - Journalistic sent **free-of-fees** as a courtesy
  - FYC press conference transcript eblasts are free-of-fees **only** if the CCA sent the original press conference invitation.
- **FYC PRESS CONFERENCE EBLASTS:**
  - Post-release Awards titles can do press conferences with CCA members.
  - Can include a screener link or **limited** opportunities to see the film in preparation
  - Cannot include Awards screening calendars
  - Cannot include screening opportunities that extend past the date of the scheduled press conference
  - Save-the-dates e-blasts cannot include FYC screening calendars but can include **limited** screening opportunities (2).
- **DATE HOLDS:**
  - You can place more than one press conference date on hold for the same title.
  - An **official "challenge"** can be requested if your preferred press conference date is on **hold** by another studio/agency.
  - The results of an official challenge can take up to two (2) business days to be fully resolved. At the conclusion of the challenge period, the date will either be confirmed or the hold released.



### **UNIQUE VIEWING ACCESS CODES**

- Eblasts that offer a unique code of any kind must be facilitated by an approved mailing house.
- The CCA digital team does **not** send out eblasts that require a unique viewing/access code.
- The unique code(s) must be sent to the mailing house to be added to the eblast creative.
- RSVPing or populating a studio/agency request form to receive the code directly is **not** allowed.

### **COST + FEES**

- **JOURNALISTIC:** No CCA administration costs apply for the first two (2) pre-release eblasts sent for the same title.
  - A \$1,000 CCA admin fee applies for additional eblasts sent for the same title.
  - A \$1,000 CCA admin fee applies if the post-release title eblast is for promotional/marketing content awareness, **not** for general review or editorial purposes.
- **FYC:** An administration fee of \$2,500/per eblast applies. **Discounts for frequency-of-send** and/or independent titles are offered.
  - Mailing house fees also apply. These fees are quoted directly by the mailing house and applicable fees should be paid directly to the mailing house.

### **JOURNALISTIC E-BLAST | SPECS**

- **Width:** 600 pixels
- **Max Height:** 2,000 pixels
- **Image Resolution:** 72 pixels per inch
- **Images:** Produced images must be flattened (JPG/PNG)
- **File Formats Accepted:** JPG, PNG, Word Docs (for text)
- **Title Treatments:** Hi-Resolution (300 DPI)
- **Fonts:** No smaller than 12 pt.
- **Preferred Font Families/Sizes:** Header: 16 pt. | Body: 12 pt. | Fonts: Arial, Open Sans, Helvetica
- **Preview Text:** 150 characters max (w/spaces)
- **Links:** Up to four (4) accepted
- **Email Subject Line:** 150 characters or less (including spaces)
  - Cannot be in ALL CAPS
  - Film/series title and talent names can be in all CAPS.

#### **Additional Guidelines:**

- PDFs not accepted
- File size must be under 5MB
- Use RGB color mode
- If sending a single image, please include copy for body of email to avoid enhanced spam filters.

### **FYC EBLAST SPECS**

If sending an **FYC E-BLAST**, the approved mailing house chosen by the studio will provide the mechanical specs and any applicable guidelines.



## **CONTACTS**

**QUESTIONS | PRICING DETAILS | EBLAST BOOKING**

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**SPECS | FORMATTING QUESTIONS**

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CRITICS  
CHOICE  
AWARDS