



## JOURNALISTIC E-BLAST | MECHANICAL 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.
- 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.
- Links: Up to four (4) accepted
- Preferred Font Families/Sizes:
  - Header: 16 pt. | Body: 12 pt. | Font Families: Arial, Open Sans, Helvetica
  - Preview Text: 150 characters max (w/spaces)

### Additional Guidelines:

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

Click [HERE](#) for samples of journalistic eblasts for your reference.

### FOR SPECS AND FORMATTING QUESTIONS:

Chris Aukerman

Trafficking & Production | Director Digital Advertising

chris@criticschoice.com

**NOTE:** If sending a For Your Consideration (FYC) eblast, the mailing house chosen will provide the mechanical specs and any applicable guidelines.