The LSCP frequently sends out email blasts on behalf of its partners. Email blasts are $80 for partners ($60 for non-profit groups and fundraising events) and reach nearly 2,500 recipients.   Email blasts are a great way to advertise an event, promotion or even job opening within your company. Please review the following information and guidelines regarding email blasts:

LSCP email blasts are only available to partners in good standing. All email blasts sent on behalf of our partners will have the following disclaimer on the top of the message:

"This message has been paid for by _____, partners in good standing of the Lake Superior Community Partnership."

LSCP only schedules one email blast per day and they are available on a first come, first served basis. Because of this, we ask for at least one week's notice of the date you would like your blast sent to ensure enough time to create your email, get your approval and schedule the email on your requested date.

If you do not give us one week's notice, the cost of the email blast will be $110 ($75 for non-profit groups or fundraising events).

Flyers and messages you want to include your email blast must be sent to LSCP in JPG, PNG or GIF format. PDF files are not compatible with our program and will not be accepted. Please see the following guidelines on how to properly format your image and how to choose which type of file will work best for your message.

If files need to be designed or compressed for you, an additional $40 fee will be added.

Size Images for Success

Size image to fit the space where you want to place it:

Body of an email: Always 600 pixels wide or less

One-column template: 600 pixels wide or less

Two-column template: 250 pixels wide or less

Three-column template: 150 pixels wide or less

Header at top of email: Exactly 600 pixels wide

Note: Make images at the top of emails no more than 200 pixels tall to display fully in email preview panes.

Shrinking the image's dimensions may also decrease its file size -- but don't make the image smaller than necessary.

Your image will lose quality if you make it bigger, but not if you shrink it.

Notes:

Some distortions can be fixed by saving the file as PNG.

Not all file types are compatible with all images. For example, if an image cannot upload as a JPG file, try saving it as a PNG or GIF file.

Image files such as a TIFF or BMP are not accepted. You can use any basic image editing program to resave a TIFF or BMP image into a PNG, GIF or JPG.

Contact Ashley Szczepanski (ashley@marquette.org or 906-226-6591) for more details.