Email Blast Policy

The LSCP frequently sends out email blasts on behalf of its partners. Email blasts are $80 ($60 for non-profit groups and fundraising events). 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 (any day of the week)** and they are available on a first come, first served basis.

- We need all of your copy, graphics, photos, files, etc. at least **one week in advance** of your email going out to give us enough time to format the eblast and get approval from you.
    *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. 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.

Size Images for Success

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

- **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 each
- **Three-column template:** 150 pixels wide or less each
- **Header at top of email:** Exactly 600 pixels wide

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.

Find the Best File Type for Your Image

Some types of images look better when saved as a specific type of file. This chart shows you which file types work best with certain types of image content.

	Pros:	Cons:	Works Best With:
JPG	Small file size	Distorts image to reduce file size Images can look blurry *Doesn't work well with text*	Photos
GIF	Small file size Supports basic transparency	Limited to 256 colors Images can appear grainy if they use web-unsafe colors If > 800 pixels wide, resize before adding to the Image Library	Logos Simple graphics
PNG	Best quality, regardless of content Supports full transparency *Great for text*	Larger file size If over 350KB, will not upload	All images

Notes:

- Some distortions can be fixed by saving the file as PNG.
- 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 Michaela at mzuzula@marquette.org or (906) 226-6591 ext. 107 for more details or to schedule an E-blast.