



NAPNAP EBLAST ORDER FORM

Contact Name: _____

Company/Organization: _____

Address: _____

Email: _____ Phone: _____

Purpose of Mailing: _____

Eblast preferred date: _____ (List up to three choices)

_____ All members

_____ Segmented (three categories free, additional categories \$50/each)

State(s): _____

Special interest group(s): _____

Other demographic: _____

Please complete this form and return to marketing@napnap.org along with a copy of the material to be emailed for NAPNAP approval. We will send an invoice due before eblast can be sent.

Eblast specs:

- NAPNAP must pre-approve content, including hyperlinks and images, for any message sent to our members. Content must focus on disease awareness, company’s product or service and/or collaborative projects with NAPNAP. Content cannot promote products, services or programs for or with other child health or advanced practice nursing organizations.
- We require an HTML file self-contained with text, images and URL link(s) designed to up to a maximum of 800 pixels long x 600 pixels wide. If the necessary images are stored on a private server (meaning they can’t be accessed by someone who does not have credentials to the content management system), image files will be required as well. The dimensions of the image files sent to NAPNAP must be identical to the image dimensions for the email.
- We cannot accept animated .GIFs or videos since recipient systems such as Outlook will not properly render.
- Our system does not allow for separate coding for mobile devices. Do not include in the HTML.
- Avoid using float tags since they will not render on Outlook. Instead, use align tags.
- Send your preferred subject line for the eblast. We recommend sticking to a subject less than 30 characters/spaces for mobile readability but cannot exceed 50 characters/spaces. The subject line cannot contain special characters or emoticons, such as ® or ™. NAPNAP reserves final approval on requested subject line.
- Send your preferred alias for the email sender. Unless directed otherwise, NAPNAP will use the organization name by default. NAPNAP reserves final approval on requested sender alias.
- Do not include hyperlinked email addresses in your content as some recipients may not have a default system associated with email response.
- NAPNAP will add our required footer/opt-out language below your HTML file after we approve the content/design. Do not add your opt-out language into a footer.
- Since the symbol can disrupt the coding of the email, we do not allow greater than (<) or less than (>) symbols to appear as text in an email.