Custom email submission form

Our sales and communications staff can work with you to design an email campaign that is customized to your needs. It will be distributed to IA members and nonmembers as a sponsored email.

Complete the table below. Email the completed form and all materials, including HTML code, copy and/or images, to Business Development Director Stephanie Clark (stephanieclark@irrigation.org).

Preferred send date	
Email subject line	
Email preheader *(approximately 12 words)*	

Choose your desired option:

☐ **Provide your own custom HTML**

- Create your own custom HTML code at a width of 650 pixels.
- Send HTML code at least one week prior to the scheduled send date.

☐ **Provide your own copy**

- Provide text in a Word document in the order you would like it displayed. This may include titles and subheadings, intro text, product descriptions, link destinations, a call to action button, placement of images, landing page destination, etc. We recommend that the written word count not exceed 300 words. All copy will be used as submitted without proofing or editing by the IA.
- Provide any images you would like to be included separately in JPEG or PNG format (at least 650 pixels wide, 300 dpi). Include instructions for specific placement of each image in the Word document containing the text. We recommend keeping your image count below five.
- Provide all materials at least two weeks prior to the scheduled send date.

Design recommendations

- Use basic, cross-platform fonts such as Arial, Verdana, Georgia and Times New Roman.
- Use a single-column layout.
- Don't design an email that is essentially one large, sliced-up image. While these kinds of emails look nice, they perform poorly.
- Don't include GIF images or embed video files.
- Code all structure using the table element. For more complicated layouts, nest tables to build complex structures.
- Account for mobile-friendliness, if possible. Use media queries to increase text sizes on small screens and provide thumb-sized (approx. 46 × 46 pixels) hit areas for links. Make an email responsive if the design allows for it.
- Assume images will be initially blocked by email providers, or that certain images — especially background images — will completely fail to load.