

EPOSTCARDS

The perfect way to reach targeted prospects via high-impact email messaging.

Direct email is a quick and straightforward way to promote your message to today's design engineers and purchasing professionals. This personalized, single-sponsored message is sent to a list of subscribers.

SIMPLE DETAILS

- Main image: 245 x 250px, – including URL
- Company logo: 195 x 50px, – including URL
- Main headline: One line, including optional URL
- Subhead: 3 lines max, including optional URL
- Body copy: 75 – 80 words, including optional URLs as needed
- Call to action button: Penton will configure, can choose from a list of options for text
- Desired subject line
- Mailing address

USEFUL FOR

- Speaking directly to our brands or technology sections
- Capturing the attention of your target audience
- Increasing engagement or knowledge



Simple Features

- Featured image
- Company logo
- Body copy
- Call to action