

Want to reach SCAI's email list of 40,000 interventional and invasive cardiologists, cath lab professionals and others industry professionals?

SCAIMail is an opportunity to reach this group via a SCAI sponsored email on your behalf.

1 Month / 2 Months / 3 Months ..... \$10,000 / \$18,000 / \$25,000

Training Directors and Fellows-in-Training ..... \$4,000  
*Segmented list of interventional / invasive cardiology training program directors and fellows-in-training*

Customized, Segmented Lists ..... Contact Eric Grammer at [egrammer@scai.org](mailto:egrammer@scai.org)  
*Other, customized, segmented lists such as Interventional Programs are also available*

**\*Client is responsible for the development and hosting of all assets. SCAI does offer these services at a nominal cost.**

## SCAI Mail Email Specifications

Please use the best practices in this outline when creating emails for distribution to SCAI email subscriber lists. Following these guidelines will help to avoid multiple revisions and delays.

### Design Considerations:

- Emails cannot exceed 650 pixels in width and generally should not exceed 750 pixels in length to limit users' need to scroll down to view the message.
  - Emails wider than 650 pixels may not be displayed properly in browser-based mail clients like Gmail, Yahoo, etc.
- Important information should be within the first 300-500 pixels (length-wise), as this is the length of the average preview pane.
- Images are often blocked or may not render. Design the email with this in mind.
  - Make sure the main point of the email can be understood by reading just the text. o Avoid putting important content exclusively into images.
  - Avoid using too many images. Text to image ratio should be 70/30 (70% text, 30% images) in order to avoid triggering spam filters.
- Do not use background images. This will trigger spam filters and the email will not be displayed properly thereby reducing the value of the email distribution.
- Video and multimedia files cannot be directly embedded in emails. Generally, all file types besides (.jpg, .gif, or .png) should be linked to externally.
- Forms cannot be directly embedded in emails; they should be linked to externally.
- Use tables to structure the email with HTML tags and minimal inline CSS for formatting.
- Keep the size of the HTML file below 50 KBs and optimize all the images or files linked to in the email.
- Avoid using the phrase "click here" in your copy, as this can trigger spam filters. A better choice would be "view details", "more information", or something to that effect.

### Subject Line Copy:

- Subject lines must be <100 characters in length. Partner eblasts must all start with: Sponsored Message from [Your Organization's Name]:
- ALL CAPS should not be used in the subject line, because this will trigger spam filters. Exceptions can be made for a single word abbreviation like "SCAI".
- Symbols (#@!(%\$) should not be used in the subject line, because they will trigger spam filters.
- The subject line should be directly relevant to the email content. The use of deceptive subject lines is prohibited per the CAN-SPAM act.

### Delivery and Approval Requirements:

- Deliver the creative and a subject line no later than 48 hours before scheduled distribution. Subject lines will read: Sponsored message from [client name]: XXXX
- Pre-delivery approval. No emails will be sent without email confirmation that the proof copies have been reviewed and approved for distribution.