



# Prepared Foods



## EMAIL eBLAST

Email Blasts, also known as eBlasts, are specialized emails focused on product or editorial previews, video sharing, literature distribution, event announcements and more. These eBlasts are deployed to targeted industry professionals based on the brand.

Recipients receive immediate access to your product information, video or literature, plus they are deployed by a trusted media brand *Prepared Foods*.

## eBLAST OPTIONS

First, decide on the content for the eBlast:

- Would you like to use your own content? See **Advertiser Content** options
- Or would you rather use articles from a publication? See **Brand Content** options

Next, choose between an Exclusive or Multi-Sponsor eBlast options:

- Would you prefer to be the only sponsor within the eBlast?
- Or is sharing the spotlight with other sponsors the best route for you?

## BRAND CONTENT

- Sneak Peek (Editorial Preview)
- Focus On (Editorial Topic)
- Post Show (Trade Show Review)
- Quiz

## ADVERTISER CONTENT

- Must See (Products)
- Event & Webinar
- Must Visit (Trade Show Preview)
- Video & Booth Tour
- White Paper

Visit [bnpSOLUTIONS.com/Product-Solutions/Digital-Media/Email-Blasts](http://bnpSOLUTIONS.com/Product-Solutions/Digital-Media/Email-Blasts) for details and examples.



Contact your Prepared Foods sales representative to advertise today!

> [www.PreparedFoods.com/ContactUs](http://www.PreparedFoods.com/ContactUs)

## SNEAK PEEK

### Editorial Preview eBlast (brand content)

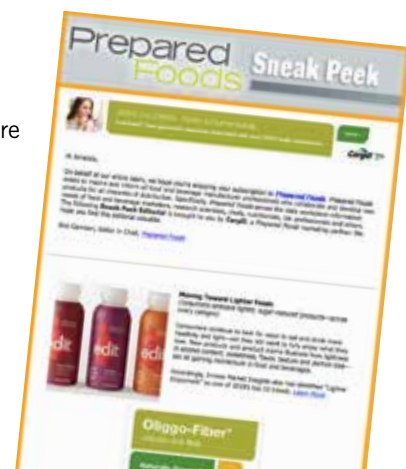
Editorial Preview email blasts include your ad surrounding a brand's reputable editorial content. These are commonly known to our audience as Sneak Peek eBlasts. Sponsorship includes:

#### EXCLUSIVE SNEAK PEEK

- Leaderboard (728 x 90 pixels) + link
- Medium Rectangle (300 x 250 pixels) + link
- Click lead report

#### MULTI-SPONSORED SNEAK PEEK

- Company logo (max height of 100 pixels) + link
- Click lead report



## FOCUS ON

### Editorial Topic eBlasts (brand content)

Editorial Topic email blasts focus on a category or theme. Editorial content is provided by the FBP brands. These are commonly known to our audience as Focus On eBlasts. Sponsorship includes:

#### EXCLUSIVE FOCUS ON

- Leaderboard (728 x 90 pixels) + link
- Company Logo (max height of 100 pixels) + link
- Click lead report

#### MULTI-SPONSORED FOCUS ON

- Company logo (max height of 100 pixels) + link
- Click lead report

## MUST SEE

### Product eBlasts (advertiser content)

Product email blasts allow you to share your sponsor driven content such as products, services and more. These types of eBlasts are commonly known to our audience as Must See eBlasts. Sponsorship includes:

#### EXCLUSIVE MUST SEE

- Recommend up to 3 products. More spots are available upon request.
- 1 image per product (250 x 250 pixels) + link
- Product Headline + 50-100 word description per product
- Company logo (max height 100 pixels) + link
- 2 additional links per product
- Click lead report

#### MULTI-SPONSORED MUST SEE

- 1 image per product + link
- 200 x 200 pixels for version 1
- 250 x 250 pixels for version 2
- Product Headline + 50-100 word description
- 1 additional link per product
- Click lead report



# POST SHOW

## Trade Show Review eBlasts (brand content)

Trade Show Review email blasts showcase a particular trade show's activities after the show occurred, help continue conversations from the show floor or catch the attention of those not able to attend the show. These types of eBlasts are commonly known as Post Show eBlasts. Sponsorship includes:

### EXCLUSIVE POST SHOW

- Company logo (max height 100 pixels) + link
- Click lead report

### MULTI-SPONSORED POST SHOW

- Company logo (max height of 100 pixels) + link
- Click lead report



# EVENT OR WEBINAR SPOTLIGHT

## Event eBlasts (advertiser content)

Event or Webinar email blasts showcase an upcoming event or webinar. Sponsors provide their own content to encourage attendance or registration. These types of eBlasts are commonly known to our audience as Event or Webinar Spotlight eBlasts. Sponsorship includes:

### EXCLUSIVE EVENT or WEBINAR SPOTLIGHT

- Leaderboard (728 x 90 pixels) + link
- Product headline + 50-100 word-description per event
- 1 additional link per event
- Click lead report

### MULTI-SPONSOR EVENT or WEBINAR SPOTLIGHT

- 1 image (250 x 250 pixels) + link
- Product headline + 50-100 word description
- 1 additional link per event
- Click lead report

# MUST VISIT

## Trade Show Preview eBlasts (advertiser content)

Trade Show Preview email blasts showcase a particular trade show's exhibitors and sponsors to encourage booth visits, or catch the attention of those not able to attend the show. These types of eBlasts are commonly known as Must Visit eBlasts. Sponsors supply their own content. Sponsorship includes:

### EXCLUSIVE MUST VISIT

- 1 image per product (250 x 250 pixels) + link
- Product Headline + 50-100 word description per product
- Company logo (max height 100 pixels) + link
- Booth #, if applicable
- 1 additional link per product
- Click lead report

### MULTI-SPONSORED MUST VISIT

- 1 image (250 x 250 pixels) + link
- Product Headline + 50-100 word description
- Booth #, if applicable
- 1 additional link
- Click lead report



# QUIZ

## Quiz eBlasts (brand content)

Quiz eBlasts facilitate a different type of engagement by surveying the audience and learning more about their opinion. Create a question with the brand of your choice. The quiz will be housed on the home page of the website to poll the audience. These types of eBlasts are simply known as a Quiz eBlast. Sponsorship includes:

### EXCLUSIVE QUIZ

- Company logo (max height 100 pixels) + link
- Click lead report
- Polling data

### MULTI-SPONSORED QUIZ

- Company logo (max height of 100 pixels) + link
- Click lead report
- Polling data



# VIDEO SPOTLIGHT AND VIDEO BOOTH TOURS

## Video eBlasts (advertiser content)

Video email blasts allows you to showcase your company, products or a tour of your trade show booth. Your video will be posted to a brand's video player page (TV page) and linked to this eBlast. These types of eBlasts are commonly known as a Video Spotlight or Video Booth Tour. Sponsorship includes:

### EXCLUSIVE VIDEO SPOTLIGHT

- Video image (300x169 px.) + link to video
- Product headline + 50-100 word desc.
- Company logo (max height 100 px.) + link
- Click lead report

### MULTI-SPONSOR VIDEO SPOTLIGHT

- 1 video image (300 x 169 pixels) + link to video
- Product headline + 50-100 word description
- Company logo (max height 100 px.) + link
- Click lead report

### EXCLUSIVE VIDEO BOOTH TOUR

- Recommend up to 6 video images (200 x 113 pixels) + link per image
- More spots are available upon request
- Product headline + 50-100 word description (per video)
- Company logo (max height 100 px.) + link
- Click lead report

### MULTI-SPONSOR VIDEO BOOTH TOUR

- 1 video image (300 x 169 pixels) + link
- Product headline + 50-100 word desc.
- Click lead report

# WHITE PAPERS

## White Paper eBlasts (advertiser content)

White Paper email blasts showcase your relevant content in the industry. Your white paper will be posted on a brand's site and linked from the eBlast. These types of eBlasts are simply known as White Paper eBlasts. Sponsorship includes:

### EXCLUSIVE WHITE PAPER

- 1 image (250 x 250 pixels) + link per white paper
- Product Headline + 50-100 word description per white paper
- Company logo (max height 100 pixels) + link
- 1 additional link per white paper
- Click lead report

### MULTI-SPONSORED WHITE PAPER

- 1 image (250 x 250 pixels) + link
- Product Headline + 50-100 word description
- Company logo (max height 100 pixels) + link
- 1 additional link
- Click lead report

