



# Email Template

**Target send date:**

**Email Type:**

**Subject:**

**Targeted List:**

**Primary Image:**

**Header Copy:** (four to eight words)

**Final Body Copy:** (Max 45 words)

**CTA:** (Example: Learn More, Buy, RSVP)

**Link:**

**Images must be sized to 1920x1080: Attach image(s) to Email Request Form**

- Final image quality will be left to the discretion of the digital team

## EXAMPLE

**Target send date:** 7/24/19

**Email Type:** Event

**Subject:** Coming Up at MOA®

**Target send date:** 7/24/19

**Targeted List:** Events

**Primary Image:** AJ Mitchell Performance

**Header Copy:** AJ Mitchell Performance with Meet + Greet

**Body Copy:** Join us in the Rotunda, Thursday July 25 at 3 p.m. for a performance and meet + greet with AJ Mitchell!

**CTA:** Learn More

**Link:** <https://mallofamerica.com/events/view/25221>

**Image Source:** Shared File | Events to Add