Imagine the impact you could make with a dedicated email sponsored through the Digital Analytics Association, promoting your event or product/services among the DAA's extended community of 14,000+ digital analytics professionals. Sponsored emails are an affordable way to reach this important audience!

Sponsorship Fee: *(20% discount when sponsoring 3+ emails within 12 months and booked at the same time)*

- **DAA Member Fee:** $3,000 per email
- **DAA Non-Member Fee:** $5,000 per email

Recent Highlights

- **Average Open Rate:** over 17%
- **Average Click-Through Rate:** over 10%

Here's How It Works:
- Your customized HTML email message to DAA's extended community of 14,000+ individuals
- Content and timing must be mutually agreed upon by sponsor and DAA
- Sponsor provides hosted HTML email to DAA seven days prior to distribution date (see requirement about hosting images on Sponsor's server)
- DAA provides tests for Sponsor review and any changes
- DAA provides Sponsor with email stats, including number of emails sent, opens and clicks

Guidelines for Preparing Your Email Message

What File Formats are Acceptable?
HTML files are the only acceptable format for Sponsored emails. We do not host images (they need to be hosted on an independent site, in a dedicated space). Make sure you do not link images, locally, on your system (instead of a host site). If you do this, you will be able to see the images on your web browser but when you send the file to another person (to read), the images will appear to be blank.

Do I Have to Use Graphics?
No. If there is no need for images, text-only emails can be used. The elimination of graphics can improve deliverability but balanced content (text and images) is also likely not to be filtered out. A few small graphics and/or a banner are typical in most emails. Remember to keep the graphic file size down for fast loading.

Spam Filters
Avoid words like "free" and "promotion" in the subject line. You can use graphics to deliver words like "free" and "promotion" to get around spam filters, but keep in mind that more people are reading email messages on smartphones and tablets.

What are the Dimensions of the Email?
There are no real size restrictions, but as a guideline, we recommend a maximum of 600 pixels wide (any height is okay). That is the typical email browser default today. The most effective emails require minimum scrolling, so keeping the main content within the "above the fold" line works best.

Specifications:
- Specify what you would the Subject Line to be (we recommend a maximum of six words, avoid using symbols, and avoid spam words like "free"
- Full image paths in the code must be used and images hosted on an independent server
- Submit both HTML and back-up text versions (include text that appears in graphics)
- HTML files for emails should be created using a professional web development tool (like Dreamweaver or FrontPage) with active links coded into the page (PowerPoint Publisher files and Word documents are not accepted). Flash, Rich Media, Image Maps, and JavaScript are not options for sponsored emails.
- Avoid using absolute paths to remote style sheets (Outlook 2007 does not render these properly).
- Avoid using background images, as they do not display in Outlook 2007 or 2010.
- Always keep in mind web accessibility for users with disabilities by embedding alt text for graphics, font size, readable color palettes, etc.
- Always test your links, buttons, etc. to make sure they function as expected.

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