

eBlast Deadlines & Guidelines

Materials due 5 business days prior to eBlast send date. Materials due include: eBlast design, Subject Line, as well as Active title record on NetGalley (including book cover and files).

eBlast CTA

Consider your goals for this promotion. Please ensure the CTA (Call to Action) in your eBlast follows our standard language so members know what to expect, and matches the book's Availability in NetGalley at the time of the eBlast send.

Book Availability	CTA
Available for Requests in NetGalley	Request or Request Now
Available to Read Now in NetGalley	Read Now or Download
Read Now availability is limited	Read Now for a Limited Time (needs to be specified if less than 2 weeks) or Read Now for 100 Members (quantity can be customized)
eBlast contains a Widget link	You're Pre-Approved!
Private in NetGalley & available for Wishes	Wish for it! # Wishes will be Granted (quantity can be customized) or Wishes will be Granted this week (time can be customized)
eBlast leads to an external retail link	Pre-Order or Buy Now!

eBlast Design

If you are designing in-house, you must follow these guidelines or we will be unable to use your creative.

eBlast Specs: single image JPG or PNG, 600px wide and no longer than 1600px.

If promoting one book, the eBlast will likely have a single click-through link (usually to the NetGalley title record). If your eBlast includes multiple links/CTAs, or promotes more than one book, follow these guidelines:

- Book covers and any CTAs must be stacked (i.e. cannot be side-by-side)
- The image must have one solid-colored, non-gradient background without any borders, patterns, texture, or design elements. (We'll be manually separating the image into 600px wide images, to link each area to its respective NetGalley title record or other URL.)

Assets Required for NetGalley Template

We can design the eBlast using our template if you provide description and headline copy. The eBlast can also include banner/header images (but are not required).

Banner specs: JPG or PNG, 600px wide and no longer than 240px.

If you have design assets for other ads/promos or author's website, we can re-purpose to match the eBlast to the overall branding.