

eBlast Deadlines & Policies

Deadlines

Please note the deadlines when your eBlast is confirmed. As our schedule fills up quickly, it's important we receive necessary assets on time. We encourage you to set calendar reminders!

Materials due 5 business days prior to eBlast send date.

Materials due include:

- eBlast design (see specs on next page)
- Subject Line (10 words/50 characters or less)
- Active title record on NetGalley (including book cover and files)

Rescheduling

If assets are not received 5 business days prior to send date, your eBlast will need to be rescheduled to a later date (subject to availability).

If you need to reschedule for any reason, notify us at least 5 business days prior to the send date (there is no penalty for rescheduling within that time frame, but dates are subject to availability). Otherwise, last-minute cancellations will be subject to rescheduling fee of \$300 USD.

Cancellation Policy

Cancellations must be made at least 5 business days before the confirmed eBlast send date, otherwise will be subject to a last-minute cancellation fee of \$500 USD.

eBlast Design & Specs

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, 5 MB size limit.

If 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)
- Creative must be provided in separate 600px wide sections, one for each book/CTA
- Banners/Footers must also be provided separately in 600px wide sections
- Total length of combined images must be less than 1600px

NetGalley Template

We can design the eBlast using our template, simply provide book 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, 5 MB size limit.
- 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.

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! 50 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!