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 (50 characters or less, including spaces)
- 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 after 5 business days prior to your send date, a fee of £300 for targeted eblasts and £500 for all-member eblasts will be payable.

Cancellation Policy

Cancellations must be made at least 5 business days before the confirmed eBlast send date, or before the eBlast is drafted (whichever comes first). Any cancellation outside of these times will be invoiced for the full amount of the promotion.

eBlast Design & Specs

Whether you would like us to create the eBlast using our template, or you are designing the creative in-house, please closely follow our Guidelines & Specs listed below.

If you would like NetGalley to create within 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 format, 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.

If you will handle eBlast design in-house:

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

- **eBlast Specs:** Single image in JPG or PNG format, exactly 600px wide and no longer than 1600px, 5 MB size limit.

If eBlast includes multiple links/CTAs, or promotes more than one book, also 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

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 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!

eBlast Tips & Best Practices

eBlast Design

- Call-to-action (CTA) should be clear and concise (see our standard CTAs on previous page), and should be **above the fold** (before scrolling). If the creative is on the longer side, include the CTA again towards the middle/bottom for improved visibility/engagement.

- Elements you can include in your creative: book cover, publication date, publisher/imprint, book description, editorial quotes, author photo/bio, LibraryReads/Indie Next nomination deadlines, etc.

- Avoid having too much blank space.

Subject Lines

- Be clear and concise: The subject line should be 50 characters or less, including spaces. This helps ensure that the subject line won't get accidentally cut off on specific browsers or mobile devices.

- Consider using a pre-header, which is the preview text that follows the subject line in the inbox display. This can be just as important as the subject line! Make the pre-header a CTA or use it as a short summary of the email content (35 characters or less, including spaces): Read Now for 48 hours on NetGalley!

- Stand out: Inboxes are cluttered! Be sure your subject line catches a reader's eye with an emoji (or two) or first name personalization. Please note that emojis can display/render differently across devices and email providers.

- Avoid using ALL-CAPS text and extreme/repetitive punctuation.

- Avoid words and phrases that could get blocked by spam filters (e.g. "free", "click", "order now", profanity, etc.)

5 Top Performing Subject Lines

New from the Sunday Times bestselling author

The biggest fiction debut of 2022 is here...

Introducing a novel you will never forget

If you're on the list, you're marked for death...

The brand new novel from one of the most dazzling writers of our time 🍬