



metro smartmail

dedicated email blasts

Put your business in the spotlight and bring clients through your door with metro smartmail targeted email blasts. In addition to clubmetro offerings, you can now take advantage of metro smartmail's **virtually unlimited inventory** and **powerful targeting** tools to reach directly the customers you most want.

- extended database**
 95m+ up-to-date emails from quality partners
- advanced targeting**
 Drill down by geo area, demo identifiers, household income.
- retargeting**
 Use IP targeting to re-target to individuals who opened or clicked your email; retarget on Facebook and Twitter
- results**
 Detailed reports and lead lists* sent directly to you after campaign completion.

how it works

- Define the audience you want to target.**
- Choose from one of ten responsive templates or provide a PDF or HTML of your own creative.**
- A test email is sent for approval prior to campaign deployment.** An alert will be sent once the email has been sent.
- Reports and lead lists are sent** after campaign deployment.

number of emails	cpm	add-ons	
20,000-49,999	\$40	A/B split charge per split	\$150
50,000-99,999	\$38	Responsive email creations	\$38
100,000-249,999	\$36	Custom Creative Work (Graphics/Layout)	\$100
250,000+	\$35	Lead list	\$360+
		IP retargeting	\$4 CPM
		Social media	\$175*

Minimum send per campaign is 20,000 emails.
*per week for each FB and Twitter



metro smartmail: creative guidelines

if **you** build the creative

- Provide either a **pdf, jpg, or fully built html file** (if able to code) of the email creative
- Provide all click-through links and where you want them to link to on the email creative
- Minimum pixel width for email creative is **640 px**

if **we** build the creative

- Body copy (text that you want to use in the email)
- Images to incorporate
- Logo(s) to incorporate
- Call-to-action
- All click-through links and where you want them to link to on the email creative
- Layout/placement of text and images (optional)

email creative guidelines

- Optimal ratio for creative is **60% text 40% image**
- **High res images** are key for email creative
- **Call-to-action** should be near the top or in the middle of the email creative

- For responsive design, do not incorporate any overlapping elements
- For responsive design, do not use background images
- **Web safe fonts** (such as sans serif, Tahoma, Times New Roman, Arial, etc.) can only be used for live text. [Click here for a list of web safe fonts.](#)
- Any fonts that are not web safe will be coded as image
- Background images do not work well on the Outlook email client

add-on product creative specs

1. **IP retargeting:** 160x600 px, 300x 250 px, 728x90 px
2. **Facebook retargeting:** 1200x628 px (Less than 20% of the image can be covered in text, this includes logos, numbers, etc.)
3. **Twitter retargeting:** 800x320 px