

# EMAIL SHOT SPECIFICATIONS



## GETTING STARTED

To get your email designed and sent out as quickly as possible, we use a set layout template in Mailchimp. Before we can start building your email, **you must send us all of the items on the checklist below at the same time.** We cannot start designing until we have everything.



## WHAT WE NEED FROM YOU



**Images:** At least **2 high-quality photos** related to your brand or event, plus **1 high-quality copy of your logo.**



**Call to Action (CTA):** A clear, short instruction for the reader (like *"Book Tickets Here"* or *"Visit Our Website"*) along with the exact website link you want people to click.



**Your Text/Copy:** The information or details you want to share about your brand or event.



**Keep it Balanced:** Try not to make the email too text-heavy. Emails perform best when there is a good mix of short paragraphs and great images.



### VIEW OUR EXAMPLE MAILERS:

- Spirits Trade Event Campaign
- Wine Masterclass Invitation
- Bespoke Spirits Campaign
- Bespoke Wine Campaign

### STRUCTURAL TEMPLATE WIREFRAME

OUR LOGO (TOP  
CENTER)

MAIN HEADER IMAGE BLOCK

HEADLINE

BODY PARAGRAPHS & EXTRA IMAGES

CTA ACTION BUTTON

GLOBAL FRAMEWORK FOOTER



## HOW WE PROOF & APPROVE YOUR TEXT



**Spelling & Grammar Check:** Once you send us your text, our **Editorial Team** will look it over. They will fix any typos, polish the grammar, and make sure the message is punchy. This means some of your text might change slightly.



**Final Proof Sent to You:** We will never send anything out without your permission. Any changes we make will be sent back to you in a draft proof so you can review them.



**Double Green Light:** The email will only be sent once **both you and our editorial team** are 100% happy and have given official approval.



## HOW YOUR EMAIL WILL LOOK

To make sure your email looks perfect on both desktop computers and mobile phones, we stack our layout in this exact order:

1. **Our Logo** at the very top.
2. **Your Main Header Image** to grab attention.
3. **Your Main Headline**.
4. **The Body Text** broken up neatly with your extra images.
5. **Your Call to Action Button** so people know where to click.
6. **The Footer** at the very bottom with legal and unsubscribe links.



## TECHNICAL RULES

### Image Setup Standards:

- Image Size: All images should be **700 pixels wide**.
- File Types: We accept **JPG, PNG, or GIF** images.
- Text standards: Finalised, proofread copy supplied via clear documents.

### HTML FILES:

- **Preferred Option:** We strongly prefer to build your layout from scratch using our core framework. This is a structure our readership is familiar with and produces a good response, because it is clean, easy to understand, fully responsive, and leaves less opportunity for layout breaking.
- **Supplied HTML Rule:** If you supply your own pre-made HTML file, the code must be fully mobile-responsive and optimised strictly for email clients. Code containing elements meant for web pages (like standard <div> wrappers or incompatible CSS attributes) will not be accepted.



**Where to Send It:** Please bundle your images, link, and text together and email them directly to **Isabel Distin** at [isabel.distin@unionpress.co.uk](mailto:isabel.distin@unionpress.co.uk).