

GPX GRAPHICS|PRO EXPO

eDirects Pre-Show & Post-Show

Get your message out with exclusive, custom email blasts sent to the geographic marketing universe before, or after, GRAPHICS PRO EXPO. Includes ALL show registrants at no additional cost!

Rates:

- \$230/1000 names
- 2500 name minimum

Artwork Specs:

- File Format: HTML/XHTML (must be specifically coded for displaying in an email)
- File Size: 100kb recommended (including all images)
- Image files (JPG or GIF) need to be at 72 DPI and RGB color format. Please do not resize JPG files within your HTML file

Email Design & Coding Tips:

Note: Flash, Video and Rich Media are not supported in email. If you are new to email design, please review the tips below.

- When creating an HTML email, please do not save a pdf, image or any other document as HTML. Doing this will result in a file with a .html extension, but it will not be coded correctly for email and will result in many display issues.
- If you are new to coding HTML emails, here are some helpful resources
 - [Designing for the Inbox](#)
 - [About HTML Email](#)
 - [How to Code HTML Email Newsletters](#)
- Do not create your message as one large image. For many people email images will not display by default, so your message could get missed.
- HTML documents should be setup between 600 to 650 pixels wide
- Use TABLES instead of DIVS
- **Reference** which CSS style elements are supported by each ESP to ensure your design is consistent across as many inboxes as possible.

Examples of previous eDirect messages

- [Epilog Laser – Santa Clara 2020](#)
- [Trotec Laser Inc – Santa Clara 2020](#)
- [Advertising Specialty Inst/ASI – Irving 2020](#)

See GRAPHICS-PRO-EXPO.COM/EXHIBIT for details.

**Contact your
sales rep
for more
information.**



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