



## Supporter Email Blast Specs & Requirements

### OPTION #1: Ad Placement within PV20 Email Blast – \$400

- **Specs:**
  - 600Wx110H pixels
  - .jpg format
- **Other information to provide:**
  - URL to which the ad should link
  - Preferred week of deployment (*subject to availability*)
- Includes one ad placement in a PV20 promotional email disseminated to the entire DPA distribution list (*example on page 2*)
- Assigned on a first-come, first-served basis – limited to one per week
- Scheduled between **September 1 and October 23**
- Example ad:



### OPTION #2: Dedicated Email Blast – \$800

- **Specs:**
  - HTML file with hosted links and images
  - Creative is at the discretion of the supporter – no size, copy or image limits
- **Other information to provide:**
  - Preferred date and time for deployment (*subject to availability*)
- Includes one dedicated email blast disseminated to the entire DPA distribution list
- Subject line: "A Message from PV20 Supporter – [Company Name]"
- Assigned on a first-come, first-served basis – limited to one per week
- Scheduled between **September 1 and October 23**

## PV20 E-Blast Example



### PV20 VIRTUAL SUPPORT OPPORTUNITIES

Gain exposure by showcasing your product solutions and more at the Pathology Visions 2020! Represent your company and join hundreds of prominent digital pathology, research, laboratory and healthcare professionals at the Pathology Visions 2020 virtual meeting taking place October 26-29. For more information, please [click here](#).

#### VENDOR RECOGNITION

- Supporter Listing on PV20 Virtual Meeting Website & DPA Website\* | \$1,000
- Ad Placement within PV20 Email Blast\*\* | \$400
- Dedicated Email Blast\*\* | \$800
- Social Media Ad Post\*\*\* | \$400
- Social Media Ad Post w/ creative assistance\*\*\*\* | \$600

**YOUR AD HERE**  
**600 X 110**

Click to [Unsubscribe](#) from this list.  
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