

eDM template for advertisers/sponsors

Please fill out the template below and send to communications@snhn.org.au three weeks before agreed send date.

Things to note before filling out template:

- Subject line, content and images to be determined by you as the advertiser/sponsor, but further customisation (e.g. font size or type) is not possible
- We can use your brand colours for the background (block colour) or headings – if you'd like us to do so, please provide your brand colour codes in hex or RGB code below:
 - Brand colour codes:
- For any questions, please contact communications@snhn.org.au
- When devising a subject line, please be aware of spam filters, which are triggered by words like “free”, “offer”, etc – there are lots of guides available on Google which will tell you words/phrases to avoid
- Only 2 rounds of amends/changes are allowed once the draft/test email is sent to you for approval

Address: Level 5, Tower 2, 475 Victoria Ave, Chatswood NSW 2067
Mail: PO Box 1083, Chatswood NSW 2057
Phone: (02) 9432 8250
Fax: (02) 8088 4770
Email: info@snhn.org.au
www.snhn.org.au

Email subject line (60 characters is ideal, 150-character limit):	
Preview text (optional – appears in the inbox after the subject line, 150 characters or less)	
Header image (optional): 564 x 315 pixels <i>NB: if the header image contains essential information, please repeat it in the body of the email, in case the recipient's mail client automatically blocks images</i>	
Body text + images	
Footer image (optional)	
Legal disclaimer (appears in fine print at end of email) – <i>please insert your organisation's legal name in the highlighted areas</i>	This email was sent by Sydney North Health Network (SNHN) on behalf of [advertiser to insert their organisation's legal name here] ("[advertiser to insert organisation's abbreviated legal name here]") and constitutes advertising material only and is not intended to be a substitute for professional medical advice, diagnosis or treatment. The offer advertised in this email is provided by [advertiser to insert organisation's abbreviated legal name here]. As such, SNHN takes no responsibility for the accuracy of information provided by [advertiser to insert organisation's abbreviated legal name here] in the email.