

# eBLAST TEMPLATE SPECS

PLEASE COMPLETE THE ATTACHED AND EMAIL TO [WEBADS@SMARTMEETINGS.COM](mailto:WEBADS@SMARTMEETINGS.COM)

All ad material, content and creative is due **THREE WEEKS** prior to the launch date.  
Materials submitted have to adhere to Smart Meetings' publication standards.

## A SUBJECT, SEED LIST & TARGETS

1. eBlast Subject Line: *45-55 Characters*

2. Contact Person/s to Send Proof for Approval:

3. Additional Seed List: *Include a CSV file that lists out email address, first name and last name*

4. Provide Target List by Priority: \*\*

### For Advertisers that booked a TARGETED EBLAST:

the number of opt-in subscribers to be sent to is limited based on the advertiser's campaign (Either up to **10,000 send** or up to **5,000 send**). \*\*

[Please refer to our BPA statement to get an estimate of the number of opt-in subscribers.](#)

You are able to select targets based on:

- a) **Geography**
- b) **Industry**
- c) **Combination of Geography and Industry**

(list up to 10-15 states/industries by priority)

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## B EMAIL CONTENT

### 1. Special Offer or Property Description:


*Paragraph form: no more than 65-80 words of text*

### 2. Property Description or Special Offer:

*Paragraph form: no more than 65-80 words of text*

### Alohilani Resort Waikiki Beach



Whether in search of an intimate group setting or a chic venue overlooking Waikiki, Alohilani Resort Waikiki Beach offers the fourth-largest ballroom in Waikiki, totaling more than 17,000 sq. ft. of usable space. The property also has six meeting rooms, ranging in size from 700 to 3,000 sq. ft., an executive boardroom and indoor/outdoor spaces that accommodate all group sizes and functions.



### Special Offer

Book your group at the new Alohilani Resort Waikiki Beach and discover what it means to be Aloha Chic. Book for Q4 - October, November and December 2017 and enjoy:


- Introductory special rates starting at \$190
- 50% discounted resort fee
- Free upgrade from standard to ocean view room

Your group can enjoy arrival happy hour or networking in our new poolside cabanas.

SUBMIT A REQUEST

**Alohilani Resort Waikiki Resort**  
 2490 Kalakaua Avenue, Honolulu, Hawaii 96815  
 Phone: 808.921.6142 Email: groupsales@PacificBeachHotel.com  
 alohilaniresort.com



### 4. Property Info:

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## C IMAGES AND CLICK URLS

Provide the following images in gif or jpg. format up to 100kb file size for each image.

Logo Click url:	
Photo 1 Click url:	
Photo 2 Click url:	
Photo 3 Click url:	

Learn more/ Call to Action URL:	
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Twitter:	
LinkedIn:	
Others:	