2024 EMAIL NEWSLETTER SPECS & DEADLINES

DIGITAL AD LISTING

Five Word Maximum
Headline Here

528 x 440 pixels
(Please note that this size is 2x density. Image will run at 264 x 220 pixels)

MATERIALS

- HEADLINE: 5 words maximum
- DESCRIPTION: 40 words maximum
- WEBSITE URL
- IMAGE / DIGITAL AD: 528 x 440 pixels; .jpg

NEWSLETTERS

SUNDAY MORNING READ
sent weekly (Sundays)

THIS IS NC
sent weekly (Mondays)

RECIPE BOX
sent weekly (Tuesdays)

TRAVEL & EVENTS
sent weekly (Thursdays)

ARTS & CULTURE
sent monthly (first Wednesday)

HOME & GARDEN
sent monthly (second Wednesday, March–October only)

OUTDOORS
sent monthly (third Wednesday)

DINING OUT
sent monthly (fourth Wednesday)

MOST POPULAR
sent monthly (last Friday)

WEEKEND WATCH
sent monthly (last Saturday)

SPECIAL EDITION / LET'S EXPLORE
sent throughout the year; please contact your Our State sales rep for available dates

DEADLINES

Materials are due 3 weeks prior to the email newsletter send date.

QUESTIONS?

For questions about materials, deadlines, extensions, and other production-related issues, please contact Beth Jones at b{jones@ourstate.com} or (743) 223-1143.

SUBMISSION

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Our State
CELEBRATING NORTH CAROLINA

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