



EMAIL BLAST INSTRUCTIONS

The Tulsa Apartment Association does not distribute its Owner/Management Company or Apartment Community member email addresses unless the member gives their consent. The members have requested we do this to help keep them from being inundated with emails.

We know how important email communication is to our Supplier Members so in order to satisfy both membership groups we are including Email Blasts in some of our sponsorship packages for various events. An Email Blast is an email sent from the TAA office for a Supplier Member. It is up to the Supplier Member to decide on the content and the design of the email. It could be sent as a letter, an advertisement or combination of the two. In the event that a Supplier Member needs help with the Email Blast, TAA can help with the design but ultimately the Supplier Member will be responsible for the content.

SPECIFICATIONS

- Emails are sent via Constant Contact to TAA Members
 - o *You can specify if you want the email to go to the entire membership or just to one membership group (i.e., Apartment Communities)*
- Email Blast content can be....
 - o **Image:** Send in .jpg format. Image should be a maximum of 800 pixels wide and formatted for the web.
 - o **Video:** Best way to send is via a YouTube link.
 - o **HTML Code:** We have limited experience with html code so we recommend you send a test before devoting time & resources to developing the html code email to ensure it will work.
 - o **Add Attachments or Links:** You can attach a .pdf file and/or have links to web content in your email blast. This is a good way to include a flyer, a coupon, an informative article, or direct members to a website.
- Email your Email Blast content to Keri Cooper at kcooper@taaonline.org along with your preferred delivery date of the Email Blast
 - o *Dates are reserved on a first-come, first-served basis so please plan ahead if you have a specific date in mind.*

If you have questions, please contact the TAA office at 918-747-6217 or info@taaonline.org.