



# WOCN<sup>®</sup>

Wound, Ostomy, and  
Continence Nurses Society<sup>®</sup>

# Sponsored Eblast *Specifications*

The company must provide text, images, links, etc., in a Word document or HTML file 1-week prior to the scheduled distribution date to be approved.

Once WOCN approves the content, WOCN will invoice the company and draft the email.

Once the email is drafted, WOCN will send the company 1 preview message for edits and/or approval.

Upon company approval of the email draft, and once payment is received, the email will be scheduled by WOCN and sent on behalf of the company.

When referring to a certified wound, ostomy, and continence nurse, please use "wound, ostomy, and continence nurse" or "WOC nurse", not "WOCN" or "WOCN's".

The subject line will read, "A Message From a WOCN Society Supporter". You may provide pre-header text, but note that not all email systems show pre-header text.

A disclaimer at the top of the email will read, "The WOCN<sup>®</sup> Society does not endorse or support products or services. This email is an advertising message that was approved and distributed by the Society."

## Image Guidelines

**File type:** Must be .PNG, .JPG, or .GIF format(s) only.

**Width:** Images over 1200 pixels wide will be compressed and the image's height will be reduced proportionally.

**Height:** There isn't a recommended height. However, large images may cause scrolling and some email software may crop images that are more than 1728 pixels in height.

**Resolution:** 72PPI (pixels per inch). This will minimize image compression.

**File Size:** Under 1MB each preferably. The email system won't allow for files larger than 5MB.