

# LA.com HTML Blasts

04/20/09 sb

## OVERVIEW:

LA.com sends out emails that extend the LA.com brand and inform our users about “all things Los Angeles”, with a bent on recreation.

These emails arrive in HTML format – which allows for the use of images and other decorative elements. These HTML emails go out (or “blast”) nearly every day.

There are two (2) kinds of LA.com email blasts:

### 1) Newsletters:

- *Newsletters* discuss such topics as: what’s fashionable in LA; where to visit in LA; what to do in LA.

### 2) Solo Blasts

- *Solo blasts* have the LA.com brand, but promote an advertisers’ content, such “Marriott Hotels’ Discounted Rates for April of 2009”. A solo blast promotes 1 advertiser. It doesn’t contain any articles. Imagine a billboard that arrives in your email.

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## Newsletters Defined

A newsletter is an email that talks about fashion, food, nightlife and more. It includes Giveaways – such as an Ipod or tickets to events; and has room for one 160 x 600 ad.

A solo blast is an email sent from “LA.com” that promotes an advertisers’ content, such “Marriott Hotels’ Discounted Rates for April of 2009”. Envision it as a billboard that arrives in your email.

- It promotes 1 advertiser per blast
- It doesn't contain any articles

## Examples of Newsletters & Solo Blasts

### Newsletter Examples

#### HTML examples

1. Clotheshoarse:

<http://production.langnews.com/newsletters/clotheshoarse/clotheshoarse-sample.html>

2. Scoop: <http://production.langnews.com/newsletters/scoop/scoop-sample.html>

3. Fooditude: <http://production.langnews.com/newsletters/fooditude/fooditude-sample.html>

4. PlusOne: [under construction]

#### PLAIN TEXT examples

<http://production.langnews.com/newsletters/fooditude/fooditude-sample.txt>

### Solo Blast Examples

#### HTML example

[http://production.langnews.com/HTML\\_blasts/html/html-sample.html](http://production.langnews.com/HTML_blasts/html/html-sample.html)

#### PLAIN TEXT example

[http://production.langnews.com/HTML\\_blasts/text/text-sample.txt](http://production.langnews.com/HTML_blasts/text/text-sample.txt)

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#### Newsletter Authors

- Fooditude: RJM
- Clotheshoarse: Lyndsey Saul
- Plus One: Staff
- Scoop: multiple authors

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## BLAST TIMES

### When newsletters blast:

- Scoop blasts every Wednesday
- Our other 3 newsletters (Fooditude, Plus One and Clotheshoarse) blast the first 3 Mondays of the month.

### Test Blasts:

- Monday newsletters are *test blasted* at **11 am** on Friday
- Wednesday Scoop is *test blasted* at **11 am** on Tuesday

### Final Blasts:

- Monday newsletters' final blast is at **3 pm** on Monday
- Wednesdays' newsletters' final blast is at **3 pm** on Wednesday

### Details:

Scoop: Every Wednesday

Fooditude: the 1<sup>st</sup> Monday of every month

Clotheshoarse: the 2<sup>nd</sup> Monday of every month

Plus One: the 3<sup>rd</sup> Monday of every month

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### When solo blasts blast:

Every Tuesday, Thursday and Friday of the month.

*Note:* on the last Monday of the month, there is no newsletter – thus, a solo blast can blast on that day as well.

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## WHAT ARE THE REQUIRED MATERIALS?

Newsletter Creative Materials:

- 160 X 600 static ad, no larger than 30k, with a click-thru url

solo blast creative materials:

a 600px wide (height does not matter too much; it will probably be around 650px tall)