



EBLAST FORM

Please fill out the following form with the information needed to deploy your eBlast(s). This includes the date(s) and time(s) you would like your email to be sent, the friendly from and email address from which you would like the eBlast to be delivered, the subject line(s) you would like to use for your eBlast(s), whether you would like to use email personalization and the reply-to email address you would like to be used.

Once completed, this Eblast Form should be returned to Matt Barnes at mbarnes@columbiabooks.com. All eBlast content and language should be emailed to smcpadden@columbiabooks.com in HTML, PDF, or word document format.

**DEPLOYMENT DATE(S)
AND TIME(S):**

(Note: Only fill in the dates/times in which you are planning to send an eblast)

DATE 1:	<input type="text"/>	DATE 2:	<input type="text"/>	DATE 3:	<input type="text"/>
TIME 1:	<input type="text"/>	TIME 2:	<input type="text"/>	TIME 3:	<input type="text"/>

FRIENDLY FROM:

(Ex: The name of your company, the name of your sales rep, etc.)

EMAIL ADDRESS:

SUBJECT LINE:

NAME PERSONALIZATION:

YES NO

(EX: "Hello 'FIRST NAME'")

REPLY TO EMAIL ADDRESS:

(Where emails will be sent when your recipients click "reply")

EMAIL CONTENT

Email to smpadden@columbiabooks.com

ADDITIONAL NOTES FOR MARKETING:

PLEASE NOTE: All eBlast content must be received at least 5 business days prior to email deployment date.