

Email Blasts



Overview

- Little League® has the ability to segment email blasts to align with corporate strategies and campaigns.
 - Ability to reach specific audiences such as Parents, League/District Officers, Coaches, Umpires, All List, etc.
 - Ability to reach certain areas/regions during League Registration Season and Playing Season to align with partner goals.
- Final creative should be submitted at least 5 business days prior to the mutually agreed upon send date (see next slide for request information and recommendations).
- Include the following legal line in the footer when Little League marks, logos or imagery is used:
 - “©{YEAR} Little League Baseball, Incorporated. All Rights Reserved.”
- When submitting an email request, you have the option to have two subject lines that are included with an effective call-to-action.
 - Little League can A/B test subject lines to ensure maximum open and click-through-rates
- Flash ads or embedded videos are not supported, but animated GIFs are an option to enhance email messaging.
- Little League can provide performance metrics 48 hours after the send by request.
- Please reference the Creative Guidelines section (slides 35-42) of this guide for additional directions.



Email Build Needs

- **Email requests should be submitted 2 weeks in advance and must include the following:**
 - Desired Send Date (Little League® will confirm if request date is available)
 - Subject Line Option #1
 - Subject Line Option #2 (If additional subject line is desired)
 - Target Audience
 - E.g., Parents, League/District Officers, Coaches, Umpires, All List, Etc.
 - Click-through URL(s)
 - Click-through links are required
 - URL tracking code (via [UTM Campaign Builder](#)) is optional but helps track unique campaign performances and clicks
 - .HTML Code
 - .HTML code is required when incorporating more than one URL in the design
 - All images should be hosted on your server and absolute links be within the HTML code
 - No images should be hosted in a local “images” folder
 - All URLs should be preceded by http:// or https://
 - Image Parameters
 - .jpg is preferred if there is only one click-through URL for the entire email
 - .gif for animated emails is acceptable
 - Specs
 - 600px (w) x flex (h)
 - .HTML, .jpg or .gif files

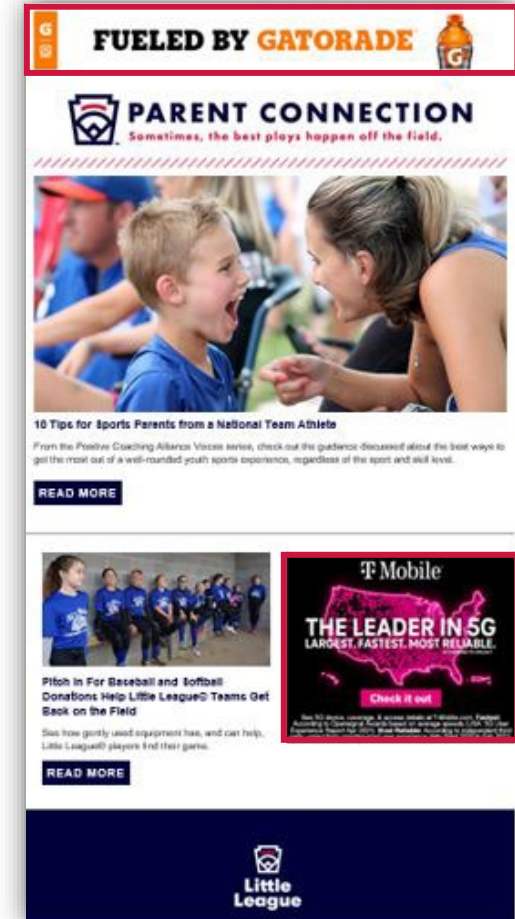


Electronic Newsletters

Reserve placement six to nine months in advance. Building out a schedule via an *Asset Tracker* is encouraged

Little League e-newsletters are sent out regularly throughout the year. There are six different e-newsletters sent approximately once a month (typically resulting in 6 monthly opportunities for placement), each targeting a different audience group.

- Throughout the year, there are various opportunities to request banner ad placement in Little League’s monthly electronic newsletters.
- Final creative should be submitted for review at least 5 business days prior to the send date of the newsletter.
- Little League® can provide newsletter dates and availability upon request.
- Please reference the Creative Guidelines section (slides 35-42) of this guide for additional directions.
- Editorial content may also be considered in collaboration with Little League communications department.
- Specs:
 - Top Placement: 728px (w) x 90px (h)
 - Bottom Placement: 300px (w) x 250px (h)
 - .jpg or .gif file
 - URL link



Newsletter:	<i>D.A. Bulletin</i>	<i>Parent Connection</i>	<i>Fair Ball</i>	<i>Coach's Box</i>	<i>Little Leaguer</i>	<i>Resource Guide</i>
Audience:	DA's/District Officers (2,500)	Parents (1.8M)	Umpires (7,500)	Coaches/Managers (225,000)	Fans/Volunteers (1.95M)	League Officers/DA's (30,700)