



## Spec Sheet MMR Products

This page provides spec requirements for each of our products and services. To learn more about each visit <https://dev.webprojectview.com/mmr/products-and-services/> for more information and view the price list at <https://dev.webprojectview.com/mmr/shop/> (For all products and services, prepayment is required.)

### Eblast sent via MMRNews

#### About

Eblasts are sent via MMRnews to subscribers on our multicultural/diversity industry list and/or our Press list. Your copy can be sent in html format or text + logo. Copy is subject to prior approval.

#### **Eblast formats**

- Word document plus logo – you can send your eblast as a word document. Please include your logo in a word document or send as an attachment. If you would like to incorporate any images, please include them in your word document or send as an attachment and specify where you would like to insert them.
- Html – you can send your eblast in html format. Please send it as a file with .html extension or send an html code ready to use. Make sure your images are hosted on a public web server.

Our current email distribution provider is Constant Contact. The html code should be created outside of other providers and it should be a generic HTML.

- PDF – you can send your eblast as a PDF. However, what Constant Contact does is generating an image of the first page of your PDF document. Therefore, if a PDF is a one page doc, then it works perfectly. If it's more than one page, then only first page is showing and the rest is available to download. Your PDF should be below 5MB.
- Jpeg – you can send your eblast as an image. If you send it as jpeg, we can use only one link with it. Your image should be no wider than 600px.

#### **Eblast timing**

- Please send your copy at least 3 business days in advance of your desired eblast date

- Once we create a test of eblast for you, it will be sent to you to review and then scheduled for eblast once we receive your approval.

### **Featured expert profile in Experts Directory on [multicultural.com](http://multicultural.com)**

To have your company online profile featured on multicultural.com, please provide the following

- Company Name
- Address
- Phone
- Website
- Contact Full Name
- Title
- Email
- Description of your company and services
- Company logo 250 x 150 pixels
- Number of Employees - optional
- Percent Minority Owned - optional
- Percent Women Owned – optional
- Social media links
- Business Type/s
- Market/s
- Industry Expertise
- Services Provided

### **Simple listing in Experts Directory on [multicultural.com](http://multicultural.com)**

- Company Name
- Address
- Phone
- Website
- Contact Full Name
- Title
- Email
- Description of your company and services
- Company logo 250 x 150 pixels
  
- Speaker bio
- Speech Topics and Titles
- Speaker photo

### **Market Authority profile on [multicultural.com](http://multicultural.com)**

To be featured as a Market Authority on multicultural.com, please provide the following

- 300-500 words article
- Author Full Name
- Company Name
- Title

- Address
- Phone
- Website
- Email
- Vertical banner ad 160 x 600 pixels

### **Featured Event Listing on [multicultural.com](http://multicultural.com) and in the newsletter, MMRNews**

To have your event profile featured on multicultural.com and in the newsletter, MMRNews, please provide the following

- 150 words event description
- Headline – format is Name of Event, Date, City
- Contact info and/or link to register
- Logo

### **Simple Event Listing on [multicultural.com](http://multicultural.com) and in the newsletter, MMRNews**

To have your event listing featured on multicultural.com and in the newsletter, MMRNews, please provide the following

- Headline – format is Name of Event, Date, City
- Contact info and/or link to register

### **Company profile/news featured in the newsletter, MMRNews**

To have your company profile/news featured in the newsletter, MMRNews, please provide the following

- 150 words company description/news
- Headline description
- Link to website
- Contact info
- Logo

### **Banner ad on [multicultural.com](http://multicultural.com)**

#### **Banner Ad on home page**

- We will place the following ad sizes on home page depending upon availability: 970 pixels wide x 90 pixels tall or 970 pixels tall x 250 pixels tall
- Please provide Graphic or code/script for banner ad

#### **Banner Ad on interior page**

We will place the following ad sizes on interior page depending upon availability: 970 pixels wide x 90 pixels tall or 970 pixels tall x 250 pixels tall

- Please provide Graphic or code/script for banner ad

### **Button Ad on home page**

- We will place the following ad sizes on home page depending upon availability:  
300 pixels wide x 250 pixels tall
- Please provide Graphic or code/script for banner ad

### **Button Ad on interior page**

- We will place the following ad sizes on interior page depending upon availability:  
300 pixels wide x 250 pixels tall
- Please provide Graphic or code/script for banner ad

### **Books & Reports featured on [multicultural.com](http://multicultural.com)**

To have your book/report featured on multicultural.com, please provide the following

- Book cover photo
- Book title
- Amazon Link if it is a book on Amazon.com

OR

- Cover image for Report
- description (100 words max)
- link for download