

PLATINUM MEMBER EMAIL BLAST

Only NBWA platinum associate members are entitled to a once-a-year use of NBWA's distributor email list. The submitted email content will be sent by NBWA.

This is your opportunity to tell beer and beverage distributors about what you are doing!

Send Date and Time:

- When submitting your email content, you may provide a preferred send date and time. But please note that emails are scheduled on a first-come, first-serve basis, depending on the association's existing communications calendar.
- No associate member emails will be sent in the week prior to and during NBWA's Annual Convention and Legislative Conference events.

For submissions or questions, contact info@nbwa.org.



Follow these instructions and rules for “Platinum Member Email Blast” submissions:

- **Format:** Provide your email content in one of two formats:

Option 1: .ZIP file of HTML and all associated images.

Option 2: A word document with all corresponding text, images and URL links.

You cannot submit your email content as a PDF or single image.

- **Sender Info:** In addition to the email body content, please provide the following information:

From: [Your Company Name]

Preferred Subject Line (If not supplied, NBWA will use the subject line “A Message from NBWA Associate Member [Your Company Name]”)

Preview Text: (If not supplied, NBWA will use the first sentence in the email content)

- **Disclaimer:** Please note, each “Platinum Member Email Blast” will include the following disclaimer:

“This message is being sent to NBWA distributor members from [your company name], a platinum associate member of the association. To recognize platinum associate members for their high level of participation in the association, they receive additional benefits that connect them with NBWA’s distributor members and provide extra value for their investment in the association.”