

100% Share of Voice Email

Subject Line: include a subject line for the email

Headline: 40 character limit, approximately 6-8 words

Copy: 470 character limit, approximately 70 words

Hero Image Size: Supply a hero image, 610 pixels by 400 pixels (.jpg); include the logo on the hero image

CTA URL: direct readers to your URL for more information

Creative Tips

- **Hero image:** Choose your most powerful, eye-catching image.
- **Headline:** Should attract attention and deepen your story.
- **Body:** Tell the reader who you are and why they can't miss staying with you; and then tell a deeper story about the experience they will have so they can picture themselves there. Make your call to action very compelling.

Supplying Electronic Materials

Email content to Tyler.Moser@MilesPartnership.com



HAPPY THOUGHTS PA Wine Month | Hey, Happy Traveler #PAWines

OCTOBER IS PENNSYLVANIA WINE MONTH

It's the most wonderful month of the year

For 31 straight days, there are special things to do, taste, and discover all across the state. In the Philadelphia area, look for happy hours featuring PA wines at local bars throughout the month. Visit PAWineMonth.com for a full event listing, to get tasty local pairing tips, and to meet the winemakers who are taking PA wines to a whole new level.

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