

## Submitted Material Guidelines

Please refer to the details below for guidance in submitting material for the Braas emails.

- **New Products** - Submissions should be items that have been released within the past 9 months or if you are a new supplier to Braas they may be some of the most popular products in your line. The requirements are: a short title, brief body copy, a jpg or gif image roughly 120 x 120 pixels in low resolution suitable for the web, and a link for more information. An alternative to a webpage link would be a pdf document we can host to allow for immediate access to more information.  
**Note:** Webpage links should not require registration for access.
- **New Literature** - Submissions should include an image of the new literature (same specifications as above), a brief description of the literature contents, and if available a link to an on line version of the literature. Again an alternative to the link would be a pdf document.
- **Product Updates** - Submissions should be restricted to products or services that have been on the market and where there has been significant improvements in design, cost or functionality. This is also a section we may use to promote products and services that may be part of or in alignment with your current marketing campaign. Requirements are the same as the new product requirements.
- **Special offers** - Any special offers require full details for both the content in the email offer and for Braas to fully understand our obligations and requirements to fulfill the offer. Include a brief set of details, jpg or gif images, links if applicable and any other information you believe relevant to the offer.
- **Training and Events** - Braas provides many training opportunities to contacts in our markets. If you have live, on line, or other offerings for classes, seminars, trade shows, etc. you should submit the details and any artwork to me for consideration. If you would like to schedule an event at one of our facilities you should contact DuWayne Morse for assistance. DuWayne may be contacted at [duwayne.morse@braasco.com](mailto:duwayne.morse@braasco.com).
- **White papers** - White papers are enjoyed by many and viewed as valuable content to email marketing campaigns. Please submit any white papers as electronic files or links along with a brief description of the content. Links cannot require registration. Any white paper links requiring registration will not be used. Copyright materials should not be submitted without appropriate authorization to publish on the web.
- **Technical notes** - Submissions should be of broad and general interest. All submissions should have a short description along with attachments and/or links.

Please contact me with any questions or suggestions you may have regarding these guidelines.

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