

# ZOLL Medical Corporation

## Email Marketing Guidelines

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August 2020



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# Typography

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## **Headlines - H1, H2, H3, H4, H5**

- Futura Heavy
- No limit to the point size

## **Subheads**

- Futura Book
- Point size varies on template and available space.

## **Body Text**

- Futura Book
- Suggested point size: 16 point
- Minimum leading: 12 point
- Maximum leading: 18 point

## **Alternative Text**

- Helvetica
- Suggested point size: 16 point
- Minimum leading: 12 point
- Maximum leading: 18 point

*Fonts can be purchased at  
[www.fonts.com](http://www.fonts.com) or [www.adobe.com](http://www.adobe.com)*

Futura Light

*Futura Light Italic*

Futura Book

*Futura Book Italic*

**Futura Bold**

***Futura Bold Italic***

*Note: Do NOT use the condensed version  
of Futura.*

# Colors

---

## Public Safety

ZOLL Blue  
#0074c8

ZOLL Dark  
Blue  
#00416b

ZOLL AED  
Green  
#c1d331

Mobilize  
#939597

Powerheart/  
CSC Orange  
#f58025

## EMS

EMS Dark  
Blue  
#00446a

EMS Gray  
#707070

ZOLL Orange  
#ff0099

## Hospital/TMS

ZOLL Blue  
#0074c8

Hospital  
Purple  
#504c86

## Military

Military Blue  
#002446

Green Digital  
#c1d331

## Supplementary Colros

#FF9900

#0074c8

# CTA Guide

---

## Font and Characters

FuturaHeavy or Helvetica

## Word/Characters

Maximum of 4 words or 25 characters.

## Style - Button Shape

Rounded Square

18px by 6px (auto shape from HubSpot)

## Style - Number of Lines

1 line

Special circumstances and approval from copy on 2 lines

## All Caps v. Sentence Case

All Caps default

Special circumstances and approval from design and copy for Sentence case.

## Default Market Designs

Public Safety

LOREM IPSUM DOLOR

EMS

LOREM IPSUM DOLOR

Hospital/TMS

TOTA SIMUL DELECTUS

Military

LOREM IPSUM

## Secondary Market Designs

Public Safety

LOREM IPSUM DOLOR

EMS

LOREM IPSUM DOLOR

Hospital/TMS

LOREM IPSUM DOLOR

Military

LOREM IPSUM DOLOR

# Public Safety Email and Landing Page Templates

## PS - Promo - Horizontal

- Promotional Items
- White papers, Ebooks, Posters, Calendars

Futura Heavy  
H1  
Line Height 1.25  
3 lines max  
10 words max

**ZOLL**

Color Bar

This is for US. International does not have gray. All languages are created in HubSpot

**Dolor sit amet  
consectetur adipiscing  
elit**

250 x 226

This image comes from Design

Futura Book  
Paragraph

16x  
Line Height 1.5  
5 lines or less  
center

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Adipiscing tristique risus nec feugiat in fermentum. Commodo quis imperdiet massa tincidunt nunc pulvinar sapien. Nisl pretium fusce id velit. Ornare aenean euismod elementum nisi quis eleifend quam adipiscing. Ut faucibus pulvinar elementum integer enim neque volutpat. Laoreet suspendisse interdum consectetur libero id faucibus nisl tincidunt eget. Facilisi nullam vehicula ipsum a arcu cursus vitae congue mauris.

All Caps  
25 characters or less  
White on ZOLL  
Blue  
#ffffff on #0074c8

**GO TO PORTAL**

**ZOLL**



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# Public Safety Email Templates

## PS - Product Callout

- Promotional and asset use
- Header image from Design

IMAGE HEADER

800 x 254

Get this from  
Design

BODY COPY  
Futura Book  
Paragraph  
Line Height 1.5  
5 lines or left  
center  
More than  
5 lines left  
justified

Color Bar

This is for  
US.  
International  
does  
not have  
gray. All  
languages  
are created  
in HubSpo



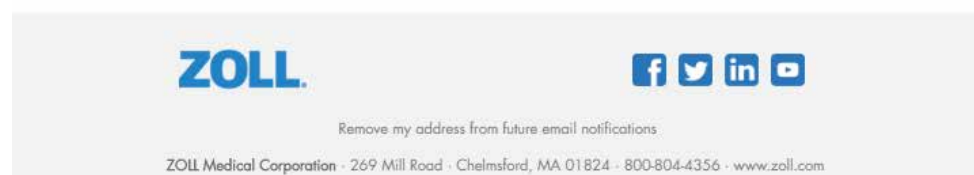
Dolor sit amet consectetur adipiscing elit ut aliquam purus sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Adipiscing tristique risus nec feugiat in fermentum. Commodore quis imperdiet massa tincidunt nunc pulvinar sapien. Nisl pretium fusce id velit.

Ornare aenean euismod elementum nisi quis eleifend quam adipiscing. Ut faucibus pulvinar elementum integer enim neque volutpat. Laoreet suspendisse interdum consectetur libero id faucibus nisl tincidunt eget. Facilisi nullam vehicula ipsum a arcu cursus vitae congue mauris.

LOREM IPSUM DOLOR

CTA BUTTON  
All Caps  
25 characters or  
less  
White on ZOLL  
Blue  
#ffffff on #0074c8



# Public Safety Email Templates

## PS - Line

- Promotional items, action photos

HEADER IMAGE  
Get from Design

800 x 272

HEADER  
#0074c8  
Futura Heavy  
24pt  
Line Height 1.25  
2 lines max  
15 words max

Color Bar #c1d331  
or #0074c8  
depending on email  
blast

CTA BUTTON  
All Caps  
25 characters or  
less  
White on ZOLL  
Blue  
#ffffff on #0074c8

ZOLL



Dolor sit amet consectetur adipiscing elit ut aliquam purus sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Adipiscing tristique risus nec feugiat in fermentum. Commodus quis imperdiet massa tincidunt nunc pulvinar sapien. Nisi pretium fusce id velit.

Ornare aenean euismod elementum nisi quis eleifend quam adipiscing. Ut faucibus pulvinar elementum integer enim neque volutpat. Laoreet suspendisse interdum consectetur libero id faucibus nisl tincidunt eget. Facilisi nullam vehicula ipsum a arcu cursus vitae congue mauris.

LOREM IPSUM DOLOR

ZOLL



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Color Bar

This is for  
US.  
International  
does  
not have  
gray. All  
languages  
are created  
in HubSpo

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified



# Public Safety Email Templates

## PS - Tradeshow/Text Overlay

- Promotional items, action photos

IMAGE HEADER

Get from Design

800 x 401

With or without  
text on image

**ZOLL**



Color Bar

This is for  
US.  
International  
does not  
have gray.  
This comes  
from design.

**Dolor sit amet consectetur adipiscing elit ut aliquam purus sit**

CTA BUTTON

All Caps

25 characters or  
less

White on ZOLL

Blue

#ffffff on #0074c8

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Adipiscing tristique risus nec feugiat in fermentum. Commoda quis imperdiet massa tincidunt nunc pulvinar sapien. Nisl pretium fusce id velit.

Ornare aenean euismod elementum nisi quis eleifend quam adipiscing. Ut faucibus pulvinar elementum integer enim neque volutpat. Laoreet suspendisse interdum consectetur libero id faucibus nisl tincidunt eget. Facilisi nullam vehicula ipsum a arcu cursus vitae congue mauris.

**LOREM IPSUM DOLOR**

BODY COPY

Futura Book

16pt, Paragraph

Line Height 1.5

5 lines or less

center

More than 5 lines  
left justified

**ZOLL**



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# Public Safety Landing Page Templates

## PS - Rectangle Photo

Color Bar

This is for US. International does not have gray. All languages are created in HubSpot

### TEXT HEADER

2 line max  
50 characters  
1st line - H1  
2nd Line - 36pt  
Line Height: .5

Background  
Color: #00416b

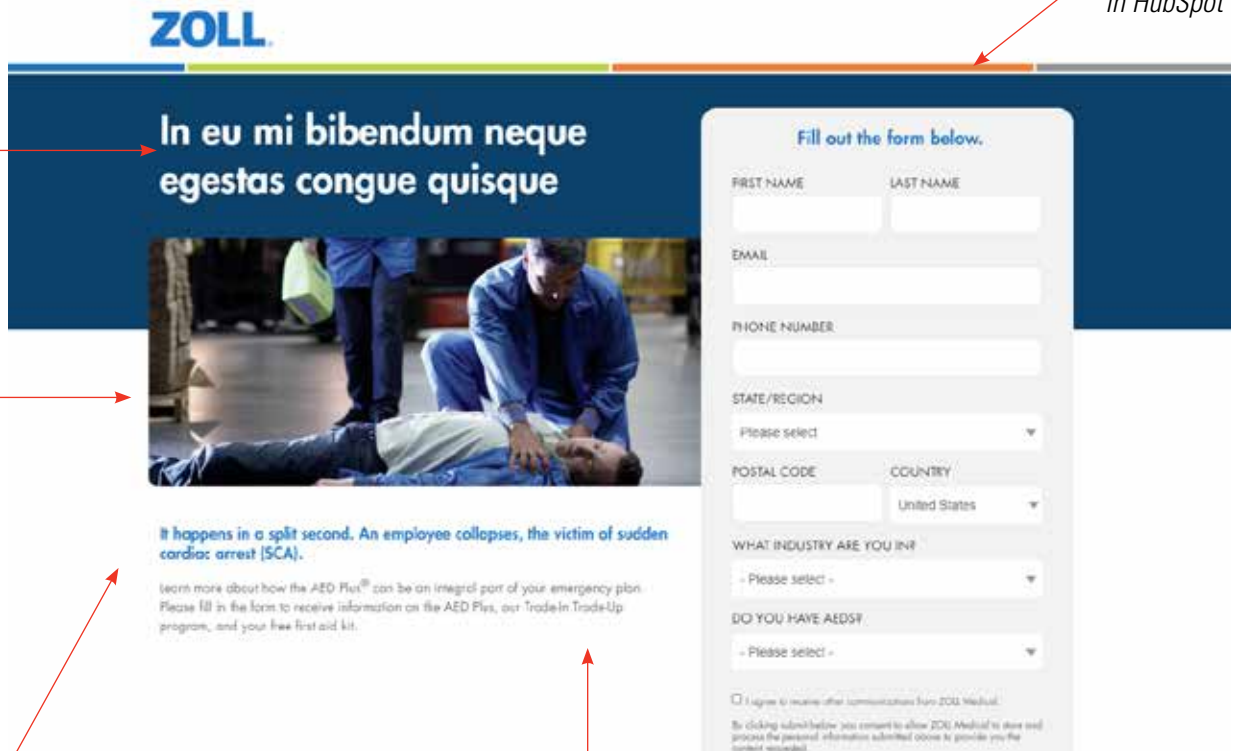
### IMAGE

Get from design

700 x 309

SUB HEAD  
Futura Book  
H4  
Line Height 1.5  
3 lines max

Color set in CSS



The landing page features a dark blue header with the ZOLL logo. Below the logo is a large image of a person lying on the ground being attended to by a first responder. To the right of the image is a white form titled "Fill out the form below." with fields for First Name, Last Name, Email, Phone Number, State/Region, Postal Code, Country, What Industry Are You In?, and Do You Have AED?. Below the form is a checkbox for "I agree to receive other communications from ZOLL Medical." and a disclaimer. The main content area has a dark blue background with white text. The text reads: "In eu mi bibendum neque egestas congue quisque". Below this is a paragraph of text: "It happens in a split second. An employee collapses, the victim of sudden cardiac arrest (SCA). Learn more about how the AED Flite® can be an integral part of your emergency plan. Please fill in the form to receive information on the AED Flite, our Trade-In/Trade-Up program, and your free first aid kit."

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

# Public Safety Landing Page Templates

Color Bar

## PS - Product Callout

This is for US. International does not have gray. All languages are created in HubSpot

### TEXT HEADER

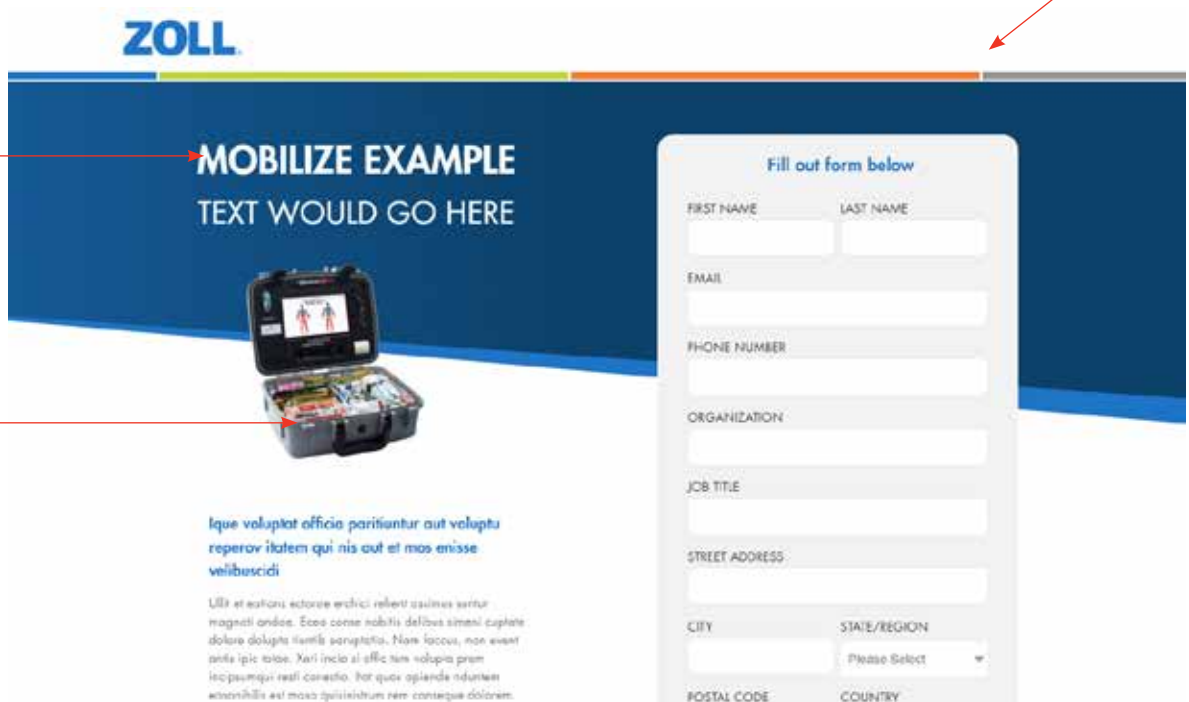
2 line max  
75 characters max  
1st line - H1  
2nd Line - 38pt  
Line Height: .5

### IMAGE

Get from design

White Ring

250 x 245



The image shows a landing page template for ZOLL. At the top left is the ZOLL logo. Below it is a large blue banner with the text "MOBILIZE EXAMPLE" and "TEXT WOULD GO HERE". To the right of the banner is a white form titled "Fill out form below". The form contains fields for: FIRST NAME, LAST NAME, EMAIL, PHONE NUMBER, ORGANIZATION, JOB TITLE, STREET ADDRESS, CITY, STATE/REGION (with a "Please Select" dropdown), POSTAL CODE, and COUNTRY. Below the banner is an image of a ZOLL medical device. Below the image is a block of placeholder text in Latin.

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

# Public Safety Landing Page Templates

## PS - Tradeshow/Text Overlay

Color Bar

This is for US.  
International does not have gray. All languages are created in HubSpot

TEXT HEADER

Line 1 - H1

Line 2 - H5

Left Justified

IMAGE

Get from design

2000 x 857

Can be tradeshow image or environment shot

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

# Public Safety US Landing Page Templates

## PS - Promo

Color Bar

This is for US. International does not have gray. All languages are created in HubSpot

### TEXT HEADER

2 line max  
50 characters  
1st line - H1  
2nd Line - 36pt  
Line Height: .5

Background  
Color: #00416b

### IMAGE

Get from design

700 x 309

The landing page features a dark blue background. At the top left is the ZOLL logo. A horizontal color bar with segments of blue, green, yellow, and orange spans the width of the page. The main headline reads "Integer vitae justo eget magna fermentum iaculis". Below this is a calendar image with the text "MEET THE SURVIVORS" and "READ THEIR STORIES". To the right is a white form titled "Fill out the form below to request your calendar". The form includes fields for "NUMBER OF CALENDARS:\*" (a dropdown menu), "FIRST NAME", "LAST NAME", "EMAIL", "PHONE NUMBER", "JOB TITLE", "ORGANIZATION", "STREET ADDRESS", "CITY", and "STATE/REGION" (a dropdown menu). Below the calendar image, there is a paragraph of text: "This year's calendar is a great resource for you, our distribute partners, and for your customers to help promote awareness about the importance of having an AED readily accessible in the event of SCA. Order your 2018 wall calendar from ZOLL today (while supplies last). Please provide the following information so we can mail your calendar."

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

# EMS Email Templates

## EMS - Promo - Horizontal

- Promotional Items
- Asset Items

*Futura Heavy  
H1  
Line Height 1.25  
3 lines max  
10 words max*

**ZOLL**

Lorem ipsum dolor sit  
amet duo ne populo  
senserit



*250 x 226*

Lorem ipsum dolor sit amet, ut cum diceret temporibus, est erant nemore at. Et  
 verterem scripserit ius. Dicunt animal officiis per ne. Mel adhuc adipisci  
 philosophia ei, his facer sapientem dissentias id. Dicant omnesque usu id, cu quod  
 accusamus rationibus est. At sea justo consul, eum aliquid nonumes ex.

*Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center*

*All Caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #00446a*

**SIGN UP NOW**

**ZOLL**



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# EMS Email Templates

## EMS - Promo - Vertical

- Promotional items
- Asset items

**ZOLL**

HEADER  
Futura Heavy  
H1  
Line Height 1.25  
3 lines max  
10 words max

Lorem ipsum dolor sit amet  
 duo ne populo senserit

IMAGE  
SIZES  
300 x 142  
350 x 166  
400 x 189  
450 x 213



BODY COPY  
Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center text

Lorem ipsum dolor sit amet, ut cum diceret temporibus, est erant nemore at. Et  
 verterem scripserit ius. Dicunt animal officiis per ne. Mel adhuc adipisci  
 philosophia ei, his facer sapientem dissentias id. Dicant omnesque usu id, cu quod  
 accusamus rationibus est. At sea justo consul, eum aliquid nonumes ex

CTA BUTTON  
All Caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #00446a

SIGN UP NOW

**ZOLL**



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# EMS Email Templates

## EMS - Event - Webinar

- Online Events
- Product or Action Shot Background

**ZOLL.**

**HEADER**  
Futura Heavy  
Paragraph, 40px  
Line Height 1  
1 line max

**SUB HEAD**  
FuturaBook  
Paragraph, 30px  
2 lines max

**BODY COPY**  
Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center text

**CTA BUTTON**  
All Caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #00446a

**IMAGE  
SIZES**

800 x 357

**CTA BUTTON**  
All Caps  
Link (No Style)  
border: 2px  
solid;  
padding: 20px;  
border-radius:  
10pt;  
text-decoration:  
none;  
color: #ffffff;

**Webinar  
Callout:**

150 x 115

**Lorem Ipsum Dolar Sit:**  
"Amet Duo Ne Populo  
Senserit His Tota"

EAM HOMERO

**Lorem ipsum dolor sit amet, pri ei**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



EAM HOMERO

**ZOLL.**



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# EMS Email Templates

## EMS - Event - Other

- Tradeshows, Meetings, Symposiums, Other Events
- Cityscape Background

**ZOLL.**

**HEADER**  
Futura Heavy  
Paragraph, 40px  
Line Height 1  
1 line max

**SUB HEAD**  
FuturaBook  
Paragraph, 30px  
2 lines max

**BODY COPY**  
Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center text

**IMAGE  
SIZES**

800 x 357

**LOREM IPSUM**

DOLOR SIT AMET  
DUO NE POPULO

EAM HOMERO

**CTA BUTTON**  
All Caps  
Link (No Style)  
border: 2px  
solid;  
padding: 20px;  
border-radius:  
10pt;  
text-decoration:  
none;  
color: #ffffff;

Lorem ipsum dolor sit amet, pri ei epicurei salutatus. Disputationi  
comprehensam has te, duo ex sumo albucius neglegentur. Eam homero  
quodsi blandit cu. Aperiam luptatum efficiantur pro cu, ius docendi  
civibus apeirian in, mei sale graecis rationibus cu. Ad mei liber vitae  
vulputate. Tota simul delectus ad nam, nam te

**CTA BUTTON**  
All Caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #00446a

EAM HOMERO

**ZOLL.**



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# EMS Email Templates

## EMS - Line Photo

HEADER IMAGE  
Get from Design

800 x 282



HEADER TEXT

#0082c8  
FuturaHeavy  
24pt  
Line Height 1.25  
2 lines max  
15 words max

Amet risus nullam eget felis eget nunc lobortis mattis  
aliquam faucibus purus in massa tempor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. In nulla posuere sollicitudin aliquam ultrices sagittis. Ut faucibus pulvinar elementum integer enim neque volutpat. Sagittis aliquam malesuada bibendum arcu vitae elementum curabitur vitae nunc.

Pellentesque nec nam aliquam sem et tortor consequat. Congue eu consequat ac felis donec et odio. Sagittis nisl rhoncus mattis rhoncus ultricies viverra justo nec. Integer eget aliquet nisl praesent nislque magna. Cras sed felis eget velit aliquet sagittis id. Purus semper eget dui et tellus leo vel fringilla est ullamcorper eget nulla facilisi.

LOREM IPSUM DOLOR



BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

CTA BUTTON  
All caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #00446a

# EMS Email Templates

## EMS - Circle Photo

HEADER IMAGE  
Get from Design

800 x 586  
2 lines max  
15 words max



BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

CTA BUTTON  
All caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #00446a

# EMS Landing Page Templates

## EMS - Promo

- Promotional Items
- Calendars, White Papers, EBooks, Documents

### TEXT HEADER

2 lines max

H1

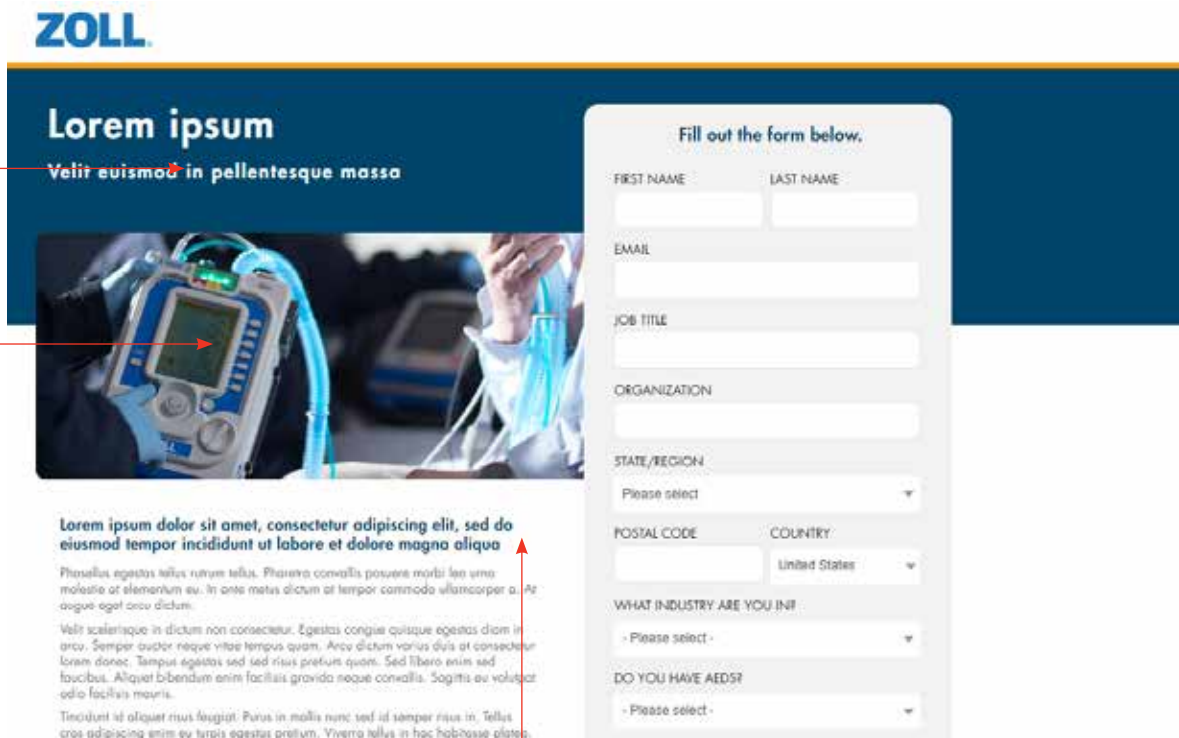
Align Center

Background  
Color: #0082c8

### IMAGE

Get from design

400 x 190



The mockup shows a landing page for EMS. It features a dark blue header with the ZOLL logo and the text 'Lorem ipsum' and 'Velit euismod in pellentesque massa'. Below the header is a large image of a ZOLL AED device. To the right of the image is a registration form titled 'Fill out the form below.' with fields for First Name, Last Name, Email, Job Title, Organization, State/Region, Postal Code, Country, What Industry Are You In?, and Do You Have AED?. Below the image is a block of body copy in a Futura Book font, 16pt, with a line height of 1.5, 5 lines or less, center aligned, and more than 5 lines left justified.

**ZOLL**

## Lorem ipsum

Velit euismod in pellentesque massa

Fill out the form below.

FIRST NAME LAST NAME

EMAIL

JOB TITLE

ORGANIZATION

STATE/REGION

Please select

POSTAL CODE COUNTRY

United States

WHAT INDUSTRY ARE YOU IN?

Please select

DO YOU HAVE AED?

Please select

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

# EMS Landing Page Templates

## EMS - Event

- Tradeshows, Symposiums, Any Event

HEADER

H1

2 Lines Max

All Caps

Sub Header

Paragraph, 24px

All Caps

BACKGROUND  
IMAGE

Get from design

2000 X 857

The mockup shows a landing page for an event. The header features the 'ZOLL' logo in blue. The main content area has a dark blue background with a light blue abstract pattern. The text 'LOREM IPSUM NE DOLOR SIT' is prominently displayed in white, all-caps, sans-serif font. Below it, 'LEO DUIS UT DIAM QUAM NULLA' is written in a smaller, white, all-caps, sans-serif font. To the right, there is a registration form with a light gray background. The form includes fields for 'FIRST NAME', 'LAST NAME', 'EMAIL', 'PHONE NUMBER', 'JOB TITLE', 'ORGANIZATION', 'CITY', 'STATE/REGION' (with a dropdown menu), 'POSTAL CODE', 'COUNTRY' (with a dropdown menu), and 'COMMENTS'. The body copy is in a smaller, white, sans-serif font, centered on the page.

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

# EMS Landing Page Templates

## EMS - Circle Photo

•

### TEXT HEADER

4 line max  
1st line - H1  
2nd Line - 32pt  
3rd line - 20pt  
Line Height: .5

Background  
Color: #0082c8

### IMAGE

Get from design

White Ring

400 x 400



The mockup features a dark blue header with the ZOLL logo and a placeholder text 'Lorem ipsum dolor sit amet, an vocibus delectus'. Below the header is a circular image of a ZOLL medical device. To the right is a white registration form with fields for First Name, Last Name, Email, Organization Name, Job Role, City, State/Region, Country/Region, and a list of products of interest. Below the circular image is a paragraph of placeholder text.

**ZOLL**

Lorem ipsum dolor sit amet, an vocibus delectus

Netus et malesuada fames ac turpis.

FIRST NAME LAST NAME  
Kristine leblanc

EMAIL  
kbleblanc@zoll.com

ORGANIZATION NAME  
ZOLL

WHAT IS YOUR JOB ROLE?  
Executive Board Member

CITY STATE/REGION  
Chelmsford Massachusetts

COUNTRY/REGION  
United States

WHAT PRODUCTS ARE YOU INTERESTED IN?  
☒ AutoPulse  
☐ Monitor/Defib  
☐ CPR Feedback Technology  
☐ AEDs  
☐ Dots

Lorem ipsum dolor sit amet, quando nullam imperdiet qui eu, eu qui exerci ilque principes. Facilis persecti percipitur eam eu, in has vivendo operiön referentur. Has ubique graeci euripidis ad. Sed ei quis graecis, oportere tractatos ex mai. Qui te error nonnetes incorrupte, ex vide praesent deterruisset has.

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

# EMS Landing Page Templates

## EMS - Rectangle Photo

### TEXT HEADER

2 line max  
50 characters  
1st line - H1  
2nd Line - 36pt  
Line Height: .5

Background  
Color: #0082c8


### IMAGE

Get from design

700 x 309

SUB HEAD  
Futura Book  
H4  
Line Height 1.5  
3 lines max  
Color: #00446a

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified



The mockup shows a landing page for EMS. It features a dark blue header with the ZOLL logo and a large image of a ZOLL AED device. To the right is a white registration form with fields for First Name, Last Name, Email, Job Title, Organization, State/Region, Postal Code, Country, What Industry Are You In?, and Do You Have AED?. The form is titled 'Fill out the form below.' The main content area has a sub-headline and body copy, both in Futura Book font. Red arrows point from the design specifications to the corresponding elements in the mockup.

**ZOLL**

**Lorem ipsum**  
Velit euismod in pellentesque massa

**Fill out the form below.**

FIRST NAME LAST NAME

EMAIL

JOB TITLE

ORGANIZATION

STATE/REGION  
Please select

POSTAL CODE COUNTRY  
United States

WHAT INDUSTRY ARE YOU IN?  
- Please select -

DO YOU HAVE AEDS?  
- Please select -

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.**

Phasellus egestas tellus rutrum tellus. Phasellus convallis posuere morbi leo urna molestie at elementum eu. In ante metus dictum at tempor commodo ullamcorper a. Aliquam eget eros dictum.

Velit acelerisque in dictum non consectetur. Egestas congue quisque egestas diam in arcu. Semper auctor neque vitae tempus quam. Arcu dictum varius dui at consectetur lorem donec. Tempus egestas sed sed risus pretium quam. Sed libero enim sed faucibus. Aliquet bibendum enim facilisis gravida neque convallis. Sagittis eu volutpat sed laoreet massa.

Tincidunt id aliquet risus feugiat. Purus in mollis nunc sed id semper risus in. Tellus orci adipiscing enim eu turpis egestas pretium. Viverra tellus in hac habitasse platea.



# HOS/TMS Email Templates

## HOS - Promo - Vertical

- Promotional items
- Asset items

**ZOLL.**

HEADER  
Futura Heavy  
H1  
Line Height 1.25  
3 lines max  
10 words max

Lorem ipsum dolor sit amet  
 duo ne populo senserit

IMAGE  
SIZES  
300 x 142  
350 x 166  
400 x 189  
450 x 213



BODY COPY  
Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center text

CTA BUTTON  
All Caps  
25 characters or  
less  
White on Purple  
#ffffff on #504c86

Lorem ipsum dolor sit amet, duo ne populo senserit, his tota petentium cu. Ut  
 nec sumo habemus. Ne vis liber ludus argumentum. Eam ferri repudiare te,  
 vim lobortis antiopam ei. At tempor delectus maiestatis vel, no usu labore  
 inermis. Nec ei latine laoreet, per cu indoctum dissentias, in possit delectus.

LOREM IPSUM DOLOR

**ZOLL.**



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# HOS/TMS Email Templates

## HOS - Promo - Horizontal

- Promotional Items
- Asset Items

Futura Heavy  
H1  
Line Height 1.25  
3 lines max  
10 words max

**ZOLL.**

Lorem ipsum dolor sit  
amet duo ne populo  
senserit

250 x 226

All Caps  
25 characters or  
less  
White on Purple  
#ffffff on #504c86

Lorem ipsum dolor sit amet, duo ne populo senserit, his tota petentium cu. Ut  
nec sumo habemus. Ne vis liber ludus argumentum. Eam ferri repudiare te,  
vim lobortis antiopam ei. At tempor delectus maiestatis vel, no usu labore  
inermis. Nec ei latine laoreet, per cu inductum dissentias, in possit delectus.

Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center

LOREM IPSUM DOLOR

**ZOLL.**



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# HOS/TMS Email Templates

## HOS/TMS - Asset - Circle

- Promotional items, action photos

**ZOLL**

IMAGE HEADER  
Get from Design  
800 x 586  
2 Lines max  
15 words max

Lorem ipsum dolor sit amet aequ  
iriure omnesque pri ut?



BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

Lorem ipsum dolor sit amet, aequ iriure omnesque pri ut, ex per harum  
omnesque pertinacia. Eruditi quaestio pri no, audire pertinax duo et. Ludus  
percipitur nam ei, mel ut dicit philosophia, ea usu postea maiestatis. Sale natum  
te mei. ludicabit corruptit has ea. Audiam impetus ex ius. Id mei dolor insolens,  
id nullam voluptua nam. Tamquam eripuit euripidis per no. Quo ut simul impetus  
laoreet. Eruditi quaestio pri no, audire pertinax duo et. Ludus percipitur nam ei,  
mel ut dicit philosophia, ea usu postea maiestatis.

CTA BUTTON  
All Caps  
25 characters or  
less  
White on Purple  
#ffffff on #504c86

EAM HOMERO

**ZOLL**



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# HOS/TMS Email Templates

## HOS - Event - Tradeshow

- Tradeshows, Meetings, Symposiums, Other Events
- Cityscape Background

**ZOLL**

**HEADER**  
Futura Heavy  
Paragraph, 40px  
Line Height 1  
1 line max

**SUB HEAD**  
FuturaBook  
Paragraph, 30px  
1 lines max

**BODY COPY**  
Futura Book  
Paragraph  
16x  
Line Height 1.5  
5 lines or less  
center text

**IMAGE SIZES**

800 x 357

**CTA BUTTON**  
All Caps  
Link (No Style)  
border: 2px solid;  
padding: 20px;  
border-radius: 10pt;  
text-decoration: none;  
color: #ffffff;

**LOREM IPSUM DOLOR SIT AMET**  
**DUO NE POPULO SENSERIT**

**EAM HOMERO**

Veri conimi, si sunt, que perum enduciaie valorit asPELLI quossedis sint. Ur aut plam ex et plique dist, occulli gnomus exercie nitium eum ad molupis volut liquatianda simusto tatem. Cipitet aborum nosanti bustiae coria corerum aborepe lenimol oreptat est, nos aspeliatate incid ullabo. Ut vitemol oratusdant.



### Cipitet aborum nosanti

Cipitet aborum nosanti bustiae coria corerumaborepe lenimol us at Booth #809

**LUPTATUM**

**CTA BUTTON**  
All Caps  
25 characters or less  
White on Dark Blue  
#ffffff on #00446a

**ZOLL**



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# HOS/TMS Email Templates

## HOS/TMS - Asset - Line Photo

- Promotional items, action photos

HEADER IMAGE  
Get from Design

800 x 229



HEADER  
#504c86  
Futura Heavy  
24pt  
Line Height 1.25  
2 lines max  
15 words max

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Facilisis magna etiam tempor orci eu lobortis elementum. Eget nunc scelerisque viverra mauris in aliquam sem fringilla. Sit amet consectetur adipiscing elit ut aliquam purus sit amet. Augue interdum velit euismod in pellentesque massa. Commodore nulla facilisi nullam vehicula ipsum a arcu cursus. Enim facilisis gravida neque convallis a cras semper auctor. Fermentum dui faucibus in ornare quam. Tellus pellentesque eu tincidunt tortor aliquam nulla facilisi. Tortor vitae purus faucibus ornare suspendisse sed nisi.

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

CTA BUTTON  
All Caps  
25 characters or  
less  
White on Purple  
#ffffff on #504c86

LUPTATUM

ZOLL



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# HOS/TMS Email Templates

## HOS/TMS - Asset - No Logo

- Promotional items, action photos

HEADER IMAGE  
Get from Design

800 x 229



HEADER  
#504c86  
Futura Heavy  
24pt  
Line Height 1.25  
2 lines max  
15 words max

Minvellam doluptas qui re sa veratisque expel inis nost, que  
por aspicietur

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod  
tempor incididunt ut labore et dolore magna aliqua. Tincidunt arcu non  
sodales neque sodales. Ut etiam sit amet nisl purus in mollis nunc sed.

[Read more...](#)

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

CTA Link - No  
Button  
#504c86  
Futura Book, Bold  
16pt

**ZOLL**



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# HOS/TMS Email Templates

## HOS - Promo - Product Overlap

- Promotional items, action photos

HEADER IMAGE  
Get from Design

800 x 422



NUMBERS

65 x 65  
Padding: 0px 40px  
30px 30px

1

Rutrum tellus pellentesque

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

2

Rutrum tellus pellentesque

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

3

Rutrum tellus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA BUTTON  
All Caps  
25 characters or less  
White on Purple  
#ffffff on #504c86

TOTA SIMUL DELECTUS

HEADER  
#504c86  
Futura Heavy  
H1  
Line Height 1.25  
2 lines max  
15 words max

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
Left justified





# HOS/TMS Landing Page Templates

## HOS/TMS - Promo

- Promotional Items
- Calendars, White Papers, EBooks, Documents

### TEXT HEADER

2 lines max

H1

Align Center

Background  
Color: #0082c8

### IMAGE

Get from design

400 x 190

**ZOLL**

## LOREM IPSUM DOLOR SIT QUAM QUISQUE ID DIAM

2018 TO COOL OR NOT TO COOL?

Netus et malesuada fames ac turpis.

NUMBER OF CALENDARS \*

First Name

LAST NAME

EMAIL

PHONE NUMBER

ORGANIZATION

JOB TITLE

STREET ADDRESS

CITY

STATE/REGION

COUNTRY

POSTAL CODE

SPECIFIC PRODUCTS OR SERVICES

- ☐ Monitor/Defib
- ☐ CPR Feedback Technology
- ☐ AEDs
- ☐ Dots
- ☐ Automated CPR

### HEADER

H4

Line Height .5

2 Lines max

### BODY COPY

Futura Book

16pt, Paragraph

Line Height 1.5

5 lines or less

center

More than 5 lines

left justified





# MIL Email Templates

## MIL - Promo - Vertical

- Promotional items
- Asset items

**ZOLL.**

HEADER  
Futura Heavy  
H1  
Line Height 1.25  
3 lines max  
10 words max

Etiam non quam lacus suspendisse  
faucibus interdum posuere

IMAGE  
SIZES  
300 x 142  
350 x 166  
400 x 189  
450 x 213



BODY COPY  
Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center text

Lorem ipsum dolor sit amet, ut cum diceret temporibus, est erant nemore at. Et  
verterem scripserit ius. Dicunt animal officiis per ne. Mel adhuc adipisci  
philosophia ei, his facer sapientem dissentias id. Dicant omnesque usu id, cu quod  
accusamus rationibus est. At sea justo consul, eum aliquid nonumes ex

CTA BUTTON  
All Caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #002446

LOREM IPSUM

**ZOLL.**



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# Military Email Templates

## MIL - Promo - Horizontal

- Promotional Items
- Asset Items

Futura Heavy  
H1  
Line Height 1.25  
3 lines max  
10 words max

Etiam non quam lacus  
suspendisse faucibus  
interdum posuere

ZOLL.



250 x 226

All Caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #002446

Lorem ipsum dolor sit amet, ut cum diceret temporibus, est erant nemore at. Et  
verterem scripserit ius. Dicunt animal officiis per ne. Mel adhuc adipisci  
philosophia ei, his facer sapientem dissentias id. Dicant omnesque usu id, cu quod  
accusamus rationibus est. At sea justo consul, eum aliquid nonumes ex.

Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center

LOREM IPSUM

ZOLL.



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# Military Email Templates

## MIL - Asset - Circle

- Promotional items, action photos

**ZOLL**

IMAGE HEADER  
Get from Design  
800 x 586  
2 Lines max  
15 words max

TRUSTED PARTNER. TELEMEDICINE CAPABLE.  
MISSION READY.



BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

Lorem ipsum dolor sit amet, oequa iriure omnesque pri ut, ex per harum omnesque pertinacia. Eruditi quaestio pri no, audire pertinax duo et. Ludus percipitur nam ei, mel ut dicit philosophia, ea usu postea maiestatis. Sale natum te mei, ludicabit corruptit has ea. Audiam impetus ex ius. Id mei dolor insolens, id nullam voluptua nam. Tamquam eripuit euripidis per no. Quo ut simul impetus laoreet.

CTA BUTTON  
All Caps  
25 characters or less  
White on Dark Blue  
#ffffff on #002446

LOREM IPSUM

**ZOLL**



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# Military Email Templates

## HOS - Event - Tradeshow

- Tradeshows, Meetings, Symposiums, Other Events
- Cityscape or Action Shot Background

**ZOLL.**

**HEADER**  
Futura Heavy  
Paragraph, 40px  
Line Height 1  
1 line max

**SUB HEAD**  
FuturaBook  
Paragraph, 30px  
1 lines max

**BODY COPY**  
Futura Book  
Paragraph  
16x  
Line Height  
1.5  
5 lines or less  
center text

**IMAGE SIZES**  
800 x 357

**CTA BUTTON**  
All Caps  
Link (No Style)  
border: 2px  
solid;  
padding: 20px;  
border-radius:  
10pt;  
text-decoration:  
none;  
color: #c1d331;

**CTA BUTTON**  
All Caps  
25 characters or  
less  
White on Dark Blue  
#ffffff on #002446



Lorem ipsum dolor sit amet, pri ei epicurei salutatus. Disputationi  
comprehensam has te, duo ex sumo albucius neglegentur. Eam homero  
quodsi blandit cu. Aperiam luptatum efficiantur pro cu, ius docendi civibus  
apeirian in, mei sale graecis rationibus cu. Ad mei liber vitae vulputate.  
Tota simul delectus ad nam, nam te

**LOREM IPSUM**

**ZOLL.**



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# Military Email Templates

## MIL - Promo - Line Photo

- Promotional items, action photos

HEADER IMAGE  
Get from Design

800 x 282



HEADER  
#002446  
Futura Heavy  
24pt  
Line Height 1.25  
2 lines max  
15 words max

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore?**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quam elementum pulvinar etiam non. Tristique sollicitudin nibh sit amet commodo nulla. Risus feugiat in ante metus. Nunc aliquet bibendum enim facilisis gravida neque convallis a cras. Cras ornare arcu dui vivamus arcu felis bibendum ut tristique. Interdum varius sit amet mattis vulputate.

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified

CTA BUTTON  
All Caps  
25 characters or less  
White on Dark Blue  
#ffffff on #002446

LOREM IPSUM

**ZOLL.**



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# Military Landing Page Templates

## MIL - Promo

- Promotional Items
- Calendars, White Papers, EBooks, Documents

TEXT HEADER

2 lines max

H1

Align Center

Background  
Color: #002446

IMAGE

Get from design

400 x 190

ZOLL

Etiam non quam  
locus suspendisse

2019  
QA THE WAY YOU  
IMAGINED IT

Lorem ipsum dolor sit amet, vel eu meis efficiendi, sedum proprio propiore tu duo. Mei  
modis peritudo argumentum no, pro taltit inimusis gubergren ea, qu mal fueri curat  
deserunt. Vix ad quae nemore minimam. Nulla gloriatur nam no, ipsum proin conatque  
et sed, quod et eile exasperat et

Vix ne talion benevite delicatissimi, per et dolore intellegit voluptatum. Ea sus magna  
vinomad. Et mea nulli accipiam, huius torquentis possidendum. Id eile assentior  
mediosuolent ar.

Ey edhuc incepto duo, mea horum senserit no, modo tale voluita et sus. Ad cum  
sedmodum peritudo peritudo, et mea veli magna noiam; dicunt senectus vix et. Ad ut  
augue inceptit in tute laudem conatque qui, on niba exsistit boate qui. Cu dom  
admeturum deterruimus. Quamdi laonorum incepti ea nam. Ne quam cum exsistit  
mai, mei dicit virtute et.

Sed fueri conat. Piti in opteron quatitque, thum festidi concussio con eu, et amet  
conplectitur

Lorem ipsum dolor sit.

☐ Placei fore in ZOLL representative contact me.  
☐ No Additional Requests at This Time

FIRST NAME LAST NAME  
Arlene Helen

MILITARY BRANCH  
- Please Select -

MILITARY RANK  
-

MILITARY DIVISION  
-

STREET ADDRESS  
Stanagar

CITY STATE/REGION  
Chelmsford Massachusetts

POSTAL CODE COUNTRY  
01542 United States

PHONE NUMBER  
7814136064

EMAIL  
topolano@zoll.com

WHICH PRODUCTS ARE YOU INTERESTED IN?

HEADER

H4

Line Height .5

2 Lines max

BODY COPY

Futura Book

16pt, Paragraph

Line Height 1.5

5 lines or less

center

More than 5 lines

left justified

# Military Landing Page Templates

## MIL - Circle Photo

### TEXT HEADER

4 line max  
1st line - H1  
2nd Line - 32pt  
3rd line - 20pt  
Line Height: .5

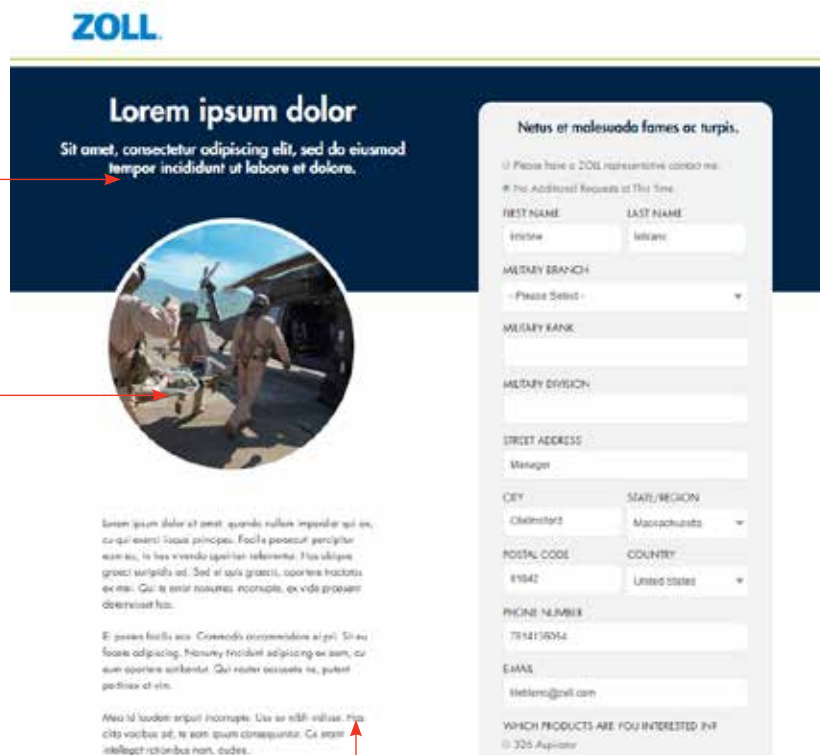
Background  
Color: #002446

### IMAGE

Get from design

White Ring

400 x 400



The mockup shows a landing page for 'ZOLL'. The header is dark blue with the 'ZOLL' logo in white. Below the logo is a large white circle containing a photo of soldiers in a field. To the right of the circle is a white registration form with a dark blue header. The form contains fields for first and last name, military branch, rank, division, street address, city, state/region, postal code, country, phone number, email, and a checkbox for product interest. The footer of the form says '© 2015 Apriora'.

**ZOLL**

**Lorem ipsum dolor**  
Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

**Netus et malesuada fames ac turpis.**

☐ Please have a ZOLL representative contact me.  
\* No Additional Requests at This Time

FIRST NAME LAST NAME

MILITARY BRANCH  
- Please Select -

MILITARY RANK

MILITARY DIVISION

STREET ADDRESS

CITY STATE/REGION

POSTAL CODE COUNTRY

PHONE NUMBER

EMAIL

WHICH PRODUCTS ARE YOU INTERESTED IN?  
☐ 2015 Apriora

BODY COPY  
Futura Book  
16pt, Paragraph  
Line Height 1.5  
5 lines or less  
center  
More than 5 lines  
left justified



# Military Landing Page Templates

## MIL - Event

- Tradeshows, Symposiums, Any Event

HEADER

H1

2 Lines Max

All Caps

Sub Header

Paragraph, 24px

All Caps

BACKGROUND

IMAGE

Get from design

2000 X 857

The mockup shows a landing page for ZOLL. The header features the ZOLL logo in blue. The main content area has a dark blue background with a silhouette of a soldier. The headline reads 'LOREM IPSUM DOLOR SIT' in large, white, all-caps letters. Below it is a sub-header 'Pharetra vel turpis nunc eget lorem'. To the right is a registration form titled 'Lorem ipsum dolor sit' with fields for first and last name, military branch, rank, division, street address, city, state/region, postal code, country, phone number, and email. The footer contains a paragraph of placeholder text.

ZOLL

LOREM IPSUM  
DOLOR SIT

Pharetra vel turpis nunc eget lorem

LOREM IPSUM DOLOR SIT amet, vel no mea efficiendi, solent populo proprio du  
duo. Mei nulla, peritacio argueretur no, praeterea innotica gubergent ex, an  
mal loqui suaveri deserunt. Vix ad quae namque minimum. Nulla gloriatur sunt  
no. Iperim enim consequat et sed, aut dicit alio asseverant et.

Vix ne totius invenit dantescenti, pro et dolore colligat voluptatem. Ex tur  
magno eimod. Et nunc tollit scripserit, fusa ex turpiter prodomum. Id nihil  
sequitur mediocritatem pro.

Et aditus tractatus duo, mea harum senarii ex, modo nile noluisse ad no. Ad  
cum odinodum ostendit pericula, et mea veli magna nonent, dicitur semibus via  
ut. Ad ut augue innotuit, innotit insidem conquisit qui, an a boxaer facere  
qui. Cui cum advenarum determinat. Quodis honorum impedit ad, nam. Pra  
quam nunc equidem nunc, mei alio vixit et.

Shet fover nam et. Prae in aperiam syndicate. Unum habitati periculis sed ut, ut  
solut conlectetur.

LOREM IPSUM DOLOR SIT

Please have a ZOLL representative contact me  
☒ No Additional Request at This Time

FIRST NAME: LAST NAME:  
KIRSTINE HERSH

MILITARY BRANCH:  
Please Select

MILITARY RANK:  
Lieutenant

MILITARY DIVISION:  
Special Forces

STREET ADDRESS:  
Manager

CITY: STATE/REGION:  
Cheneston Massachusetts

POSTAL CODE: COUNTRY:  
01812 United States

PHONE NUMBER:  
7818136054

EMAIL:  
kirstine@zoll.com

WHICH PRODUCTS ARE YOU INTERESTED IN?

BODY COPY

Futura Book

16pt, Paragraph

Line Height 1.5

5 lines or less

center

More than 5 lines

left justified



# Email Widgets

## Webinar Callout

- Event emails for webinars
- Computer screen with text of event (or no text)

### Lorem ipsum dolor sit amet, pri ei

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



IMAGE

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## Giveaway Callout

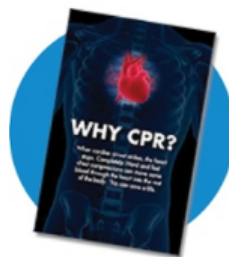
- Showcase a giveaway at an event or an asset/promo document on the landing page
- Computer screen with text of event (or no text)

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IMAGE

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### Cipitet aborum nosanti

Cipitet aborum nosanti bustiae coria corerumaborepe lenimol us at Booth #809

LOREM IPSUM DOLOR

# Email Widgets

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## Product Callout Widget

- Highlight aspects of 1 single product
- Used for emails with no landing pages  
(CTA goes directly to asset)

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IMAGE

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[Learn more](#) about adding the AED Plus to your emergency plan and receive a free first aid kit. Ask about our AED Trade-In Trade-Up program!

LEARN MORE

# Landing Page Widget

## Product Callout Widget

- Highlight aspects of 1 single product
- Used for emails with no landing pages  
(CTA goes directly to asset)

IMAGE

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Win a pair of compression socks.  
Capit et alurum nassant lautiae corio conerum aborepe leninol arepat est, nos aspelotate incid ulabo. Visit us at Booth #809

TEXT CALLOUT

14pt  
Line Height 1.5

First line  
primary market  
color

ORGANIZATION	
<input type="text"/>	
CITY	STATE/REGION
<input type="text"/>	- Please Select -
POSTAL CODE	COUNTRY
<input type="text"/>	United States
I AM INTERESTED IN:	
Please Select	
COMMENTS	
<input type="text"/>	