

A-LIST E-NEWSLETTER

OVERVIEW

The A-List is a weekly e-mail newsletter sent to nearly 20,000 opt-in subscribers. It is the trusted e-newsletter for the scoop on the East Bay's hottest events, shopping, and dining news. Through the A-List, subscribers get the first look at exclusive content and the chance to win prizes in online contests.

At a Glance:

Opt-in Subscribers	19,700+
A-List Average Open Rate	23%
All industries: Average Open Rate	18%
A-List Average Clickthrough Rate	24%
All industries: Average Click through Rate	8%

Sources: *Constant Contact report: January 1, 2018-July 12, 2018; Constant Contact article: Average Industry Rates for Email as of April 2018*

Includes

Option 1: Advertorial

Option 2: Banner

Schedule

The A-List is sent each week on Wednesday.

For more information, contact your account executive at (925) 943-1111 or e-mail general@maildiablo.com

Cancer Support Community, Empty Bowls, Dish, and more.

diablo THE [A] LIST
YOUR V.I.P. TICKET TO EAST BAY LIVING

TRAVEL | STYLE | PEOPLE | FOOD + DRINK | FACES | D-BLOG

Top Tickets: September 21-27
Our weekly can't-miss events.
Ballet, blues, and brews are all happening this weekend in the Bay.
[Click here to learn more.](#)

Cancer Support Community Gala
September 23.
An Evening of Hope & Healing, presented by John Muir Health will be held on Saturday, September 23, at the Blackhawk Auto Museum. All proceeds benefit Cancer Support Community, providing free comprehensive services to cancer patients and their families. The event will honor Eric Rudney and Congressman Mark DeSaulnier.
[Click here to purchase tickets and sponsorships.](#)

Diablo Dish: Locanda Positano Is Bringing a Piece of Italy to Lafayette
Here's this week's delicious foodie scoop.
Walnut Creek's Library on Main closes; Eat Real Festival takes over Jack London Square; Pacific Catch slated to open in 2018; Prost to Walnut Creek Yacht Club's Oktoberfest; and more Dish.
[Click here for the full Dish.](#)

Downtown Pleasant Hill
Free Music • Premium Wine • Craft Beer • Arts & Crafts
Fun Weekend with Family & Friends
Pleasant Hill Chamber of Commerce Presents
ART WINE AND MUSIC FESTIVAL
Saturday, October 7
10 am - 4 pm
Sunday, October 8
11 am - 2 pm
[Click here for more details](#)

Cocktails & Dinner at Claremont Country Club
Alameda Health System Foundation Annual Golf Tournament.
Experience Oakland's exclusive Claremont Country Club while supporting a great cause at Alameda Health System Foundation's sold-out 22nd Annual "Play For Caring" Golf Tournament Awards Dinner on September 25. The evening is filled with delicious food, enticing raffle prizes, and great company. 100% of proceeds help advance Alameda Health System's mission of *Caring, Healing, Teaching, Serving All*.
[Click here to register today.](#)

Bayhill High School Open House
October 7.
Join Bayhill High School for an Open House on Saturday, October 7 at 1 p.m. Learn how this specialized high school in Berkeley empowers students with learning
[Because of Bayhill... I did!](#)

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ADVERTORIAL SPECS

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Materials required:

Copy:

60 words all inclusive, written in third person paragraph format

Brief Headline (approx. 5 words)

Brief subhead

1x Clickthrough URL

Photo:

1x Low resolution GIF or JPEG (no animation)

Approx. 200px x 200px

Single image only (no montage of images and no copy on images)

Simple logo acceptable (image is recommended)

Deadlines:

Advertorial materials due one week prior to live date. Rush charges may occur to accommodate late materials.

**Included analytics are provided 1x at the completion of the campaign.*

Cancer Support Community, Empty Bowls, Dish, and more.

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Free Music • Premium Wine • Craft Beer • Arts & Crafts
Fun Weekend with Family & Friends

PLEASANT HILL Chamber of Commerce Presents
PLEASANT HILL WINE AND MUSIC FESTIVAL
Saturday, October 7
10 am - 6 pm
Sunday, October 8
11 am - 5 pm

Downtown Pleasant Hill

[Click here for more details](#)

A-LIST E-NEWSLETTER

BANNER AD SPECS

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Materials required:

Island ad:

1x 300px x 250px

Low resolution GIF or JPEG (no animation)

1x Clickthrough URL

Deadlines:

Camera-ready materials due one week prior to live date. Rush charges may occur to accommodate late materials.

**Included analytics are provided 1x at the completion of the campaign.*

The screenshot displays the A-List e-newsletter interface. At the top, it says "Cancer Support Community, Empty Bowls, Dish, and more." Below this is the "diablo" logo and the title "THE [A] LIST" with the tagline "YOUR V.I.P. TICKET TO EAST BAY LIVING". Navigation tabs include TRAVEL, STYLE, PEOPLE, FOOD + DRINK, FACES, and D-BLOG. The main content area features two articles: "Top Tickets: September 21-27" with a photo of dancers and a "Click here to learn more" link, and "Cancer Support Community Gala" with a photo of three women and a "Click here to learn more" link. Below the articles are two banner ads for the "15th Annual ART WINE AND MUSIC FESTIVAL" in Downtown Pleasant Hill, scheduled for Saturday, October 7 (10 am - 6 pm) and Sunday, October 8 (11 am - 5 pm). The banner ads include the Pleasant Hill Chamber of Commerce logo, event details, and a "Click here for more details" link, accompanied by photos of festival activities.