

# A-LIST E-NEWSLETTER

## ADVERTORIAL SPECS

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.

### 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.

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 will be held on Saturday, September 23, at the Blackhawk Auto Museum. All proceeds benefit comprehensive services to cancer patients and their families. The event will honor 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.](#)

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

PLEASANT HILL Chamber of Commerce Presents  
**ART, WINE AND MUSIC FESTIVAL**  
Downtown Pleasant Hill  
Saturday, October 7  
10 am - 6 pm  
Sunday, October 8  
11 am - 5 pm  
[Click here for more details](#)