

Doody's eBlasts

Requested Ad Sizing:

The recommended email width is between 550 and 650 pixels. For best readability, the maximum width of the HTML should be no more than 700 pixels.

Other Specifications:

- Provide email blasts as HTML attachments to Caitlin Szontagh at caitlin@doody.com.
- Do not forward your email or embed it in the body of the email to DEI as this will result in formatting problems.
- A simple design, free from complex tables, borders and background images and without unnecessary embedded rows and columns, is recommended.
- Use inline styles so specific fonts used within the text are included to avoid any problems with translation from editor to web that might occur.

PUBLICATION	a librarian's perspective
How one library supports the growing demand for research literacy skills	
As the medical school at Rocky Vista University grew, so did the number of students interested in undergoing research. BMJ's latest collaboration with UCSF is helping the library serve RVU's growing research culture.	
In the latest edition of Doody's Collection Development Monthly, Joseph Richard, MLIS, Outreach Coordinator at the Frank Ritchel Ames Memorial Library, shares his candid assessment of the learning platform, Research to Publication.	
The subscription allows the library to "provide students with the tools necessary to develop an understanding of research methodologies and the publication process."	
In his overview, he covers everything from content to product features and shares details about the tool's role at the university. "Research to Publication was designed with flexibility at the forefront. Every course has a different certificate of completion that empowers students to focus on areas that are important to them and enables faculty to assign courses that align with their course learning outcomes."	
If Our decision to collaborate with the Office of Research and Scholarly Activity to provide access to the program was a no-brainer.	
Furthermore, the program has eased the time constraints and lengthy research consultations our team faced by providing students with self-paced courses.	

Sample eBlast advertisement

- Do not include any type of JavaScript. Do provide a balance between the amount of text and images. DEI reserves the right to request a change to the amount of text and images at its discretion to avoid having the email classified as spam.
- If there are images such as headers, image links or general images, they must be hosted on client side.
- Text-only email blasts may be sent as Word attachments.
- Seed names to be included must be provided no later than client sign-off.
- A subject line may be requested pending DEI's approval. If not provided, DEI will recommend a subject line.