

eBlast Material Needs:

1. An HTML version
 2. A subject line
 3. A list of test recipients and a final approver for the test emails
- All completed materials are due 5 full business days before deployment**

eblast Creation Best Practices:

- Only text, JPG and GIF images are allowed.
- Flash, Rich Media, Image Maps and Javascript are not available in e-mail products.
- Subject line must be included and should be as enticing as possible, more than ONE word, and NOT in ALL CAPITAL LETTERS.
- The subject line should also be no more than 12 words or 150 characters. We can also run the subject line through a "Spam-Checker Tool" that points out any verbiage that will be picked up by spam filters.
- Links to PDF, Word Documents or other non-traditional "web page" links within an e-mail MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the e-mail.
- A blast that is entirely a linked image is NOT recommended, as today's e-mail platform block images. An HTML e-mail should be a combination of text and images with a call-to-action within the text component
- All email HTML must be table-based layouts; using CSS only to control typography and color.
- There is a 600 pixels maximum width and up to 100K maximum file size (includes all images and html files).
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).
- Clients should provide detailed linking instructions

If you are not able to provide a completed HTML version, our Marketing Solutions team can help for a fee. (Your sales rep can quote this.) To do this, we will need the following materials:

1. All images including Logo
 2. All text
 3. All links
 4. A .pdf showing a design layout of the eBlast
- All of these materials would be due 10 full business days before deployment**