



HTML eBlast Specs

GENERAL DESIGN GUIDELINES

- Consider a Mobile-first design (Use single column lay outs, larger fonts, and clear and concise messaging and calls-to-action as much as possible).
- We recommend the design to be limited to 600px wide at most.
- Avoid single image emails (One giant graphic with no actual text).
- Strive for a Good Balance of Text-to-Image Ratio.
- Use HTML tables to control the design layout. For more complicate layouts, use nested tables.
- If using CSS, keep it simple and only use inline CSS to control the presentation elements.
- All images must be hosted by the advertiser. Use only absolute links for images. See below for further clarification:

Correct image HTML:

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Incorrect image HTML:

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- Give all images Alt Tags.
- Avoid using background images.
- Avoid using Flash or JavaScript as these are largely unsupported by email clients.
- All-image emails trigger spam filters. Body copy MUST be html text. HTML should be at least 70% text-based/30% image-based.

PLAIN TEXT: An accompanying plain text version for non-HTML subscribers must also be included.

SUBJECT LINE: A subject line must be provided. Subject line recommended length is 50 characters with spaces.

Please send materials to Kole.Mahoney@haymarketmedia.com 3 days ahead of deployment date