

EMAIL DESIGN GUIDELINES

ALL EMAILS MUST BE AN HTML FILE

Layout

When designing your own template, please keep the following specifications in mind:

- Designed HTML email templates should not be wider than 650 pixels. Many email programs are unable to display wider templates properly.
- Use basic HTML 4.0 when customizing your own email message. The following are discouraged: scripting, embeds, frames/iframes, image maps, and attachments (i.e. no important content in images only).
- Table layout is heavily preferred over using Cascading Style Sheets, which some email clients ignore.

Adding Images:

- Use absolute paths to make sure your images are properly displayed.
- Image file names should not include any empty spaces or special characters like ./?#
- Add alt text for each image, which will show if the email client doesn't download the images by default.

Email Formatting

- Inline style tags can be used to format text, however, using regular HTML font formatting is recommended for guaranteed universal acceptance.
- JavaScript is prohibited. Most email programs will not accept it.
- Forms are not recommended but can be used if the mailing doesn't include recipients using AOL®, Hotmail®, MSN®, or people who use MS Outlook® 2007. If necessary, the form should be very basic and not employ JavaScript.
- Use absolute paths for images. Images should be 72dpi. Define both height and width to prevent distortion of your image.
- Flash or other plug-ins should not be used within an email template. If plug-ins are required for your email campaign, consider directing the user to a hosted landing page to view the plug-in content.

Email Content

- Featured content should also appear "Above-the-Fold" when using a web-based email program, like Gmail™ and Yahoo!®, so the recipient will not have to scroll down to read more content. The average measurement for this "Above-the-Fold" area is approximately 420 pixels in height starting from the top of the email.
- Make sure that the featured content in your email exists in HTML text, not only images. Most email clients do not display images by default, so the user won't be able to see any content that's in an image unless they take action to turn on the images.

General

- Avoid using "spam"-type words and excessive punctuation and symbols in your subject lines. Words such as "Opportunity", "Free", "Respond Now", or "Don't miss out" are more than likely to be ignored.

Happy Creating!