

EMAIL DESIGN SPECS - ALL PUBLISHERS

Emails **must** include:

1. An HTML version with images set to serve remotely, and all your tracking links included
2. A plain text version in .txt format, with all your tracking links included
3. A subject line for the send

HTML designs should ideally be no more than 650 pixels wide and **must** use tables for layout. **Do not** use complex colspan or spacer gif-driven spacing, CSS float or positioning as this is not fully supported. Any images present within the HTML **must** be set to run from a remote rather than a local location. We will not accept copy that does not strictly adhere to these minimum requirements.

There are three basic choices when it comes to constructing the style of your HTML copy:

Inline HTML, where each line of code has to be defined.

Internal CSS, where the stylesheet is contained within the HTML itself

External CSS, where the file is referenced on another server.

According to a recent research paper performed with 36 different email clients, **Inline HTML** had the best rendering rate, and was **94% accurate**. As such, although this style is more labor intensive, we highly recommend the use of inline HTML to accurately portray your message.

Outlook 2007 / 2010 / 2011 Specifics:

Outlook 2007 and its successor **Outlook 2010** no longer uses Internet Explorer to render HTML emails (as it did with Outlook 2003), and instead uses the Microsoft Word rendering engine. This has the following notable effect on HTML emails:

- >> Very basic CSS support (CSS level 1)
- >> **No support for background images**
- >> Poor background colour support
- >> No support for CSS float or positioning - HTML tables only (**mandatory**)
- >> No support for web forms
- >> No support for Flash, or other plugins (a red cross will be displayed) (**mandatory**)
- >> No support for replacing bullets with images in unordered lists
- >> No support for animated GIFs (only static) (**mandatory**)

Please note that we will not make changes on your behalf to accommodate these requirements. We can redesign existing copy to suit but this is at a cost of £250 GBP+VAT per email.

W3C Testing

All HTML documents submitted for distribution should pass W3C standards; files can be tested for no cost at the following URL.

<http://validator.w3.org/>