



International Business Publications & Exhibitions

Email Campaign Specification

Email Layout

When designing your email campaign please keep the following specifications in mind:

- Designed HTML email templates should not be wider than 700 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.
- Table layout is preferred over using Cascading Style Sheets. Nested tables and advanced formatting such as colspans and rowspans can also be used, but using a stacked table structure is recommended. This type of structure is more stable across all email programs.
- Alternatively you can create a html page on your website where we will be able to download the source code to build your email campaign, assets must be referenced absolutely.

Email Formatting

- Inline style tags can be used to format text, however, using regular HTML font formatting is recommended for guaranteed universal acceptance. Nearly all email programs prohibit external style sheets.
- JavaScript is prohibited. Most email programs will not accept it.
- Forms are not recommended and are prohibited by nearly all email programmes.
- Use absolute paths for images i.e. src=<http://www.yourdomain.com/yourimage.gif> - We cannot accept assets incorrectly reference ie src="yourimage.gif". 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.
- When designing plain text emails, wrap the text after 65 characters so that it renders well in text-only devices such as PDA's, BlackBerries, phones, etc.

Email Content

- All featured creative like banners, navigation bars and content that has a high priority should appear near the top of your email so that it will be displayed in preview panes, such as in many versions of MS Outlook.
- The entire template design should *ideally* be encased in a 1-pixel border. This will "seal-off" the template and present it as a unified design element to the user.
- 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.
- We would also require you to supply an *Email Subject* for the campaign:

PLEASE ENSURE EMAILS ARE SENT A WEEK PRIOR TO THE SCHEDULED CAMPAIGN MAILING DATE