

## 3rd Party eBlast Best Practices

- ▶ Make sure the subject lines are relevant to the content contained in the body of the email. This will increase click-thru's.
- ▶ Make sure your email message communicates a clear and valuable benefit. Give them a real reason/compelling offer to click on your links.
- ▶ Creative should be predominantly text with graphics used as accents only. Many people will not be able to see images, so main messaging should be included in HTML text, not the graphic.
- ▶ Using cascading style sheets (CSS) may result in a

decrease in readability as most email clients cannot view CSS. For additional information, visit: <http://validator.w3.org> and [www.email-standards.org/clients](http://www.email-standards.org/clients).

- ▶ Pixel dimensions for the email should be no larger than 650 pixels wide to prevent recipients from having to scroll side-to-side.
- ▶ To increase readability, you should provide a text version of your email in addition to the graphic version.
- ▶ Try to incorporate as much HTML within the top 300 pixels of the email. This will be the first area recipients see when they open their email – even when they have images turned off.

## Email Specifications for Advertisers

- To ensure that your email is in the best format and maximizes the benefits of email marketing, please adhere to the following guidelines:
- All materials (HTML email, subject line, seed list of internal email addresses you want included in the blast, suppression list, and text message, if applicable) are due 5 days prior to the scheduled email deployment date. Materials received less than 5 days in advance may result in the rescheduling of the email deployment date.
- All urls and links in the email should contain absolute references ("http://www.something.com/directory/image.html" instead of ".../directory/image.html"). Also, all images must be hosted externally. Summit Business Media will not host graphics for advertisers on our web servers.
- Our email deployment software (Lyris) enables us to track delivery, open and click through rates, as well as clicks for each URL in an email. If you choose to use additional tracking methods on your side, all tracking tags and images must already be coded in the HTML file you provide to us.
- The email should be predominantly text with graphics used as accents only. Graphics to HTML ratio for the entire email should be no more than 25:75. Additionally, customers using Blackberries or other mobile devices will not see graphics, so any important copy should be included in HTML text and not just as part of a graphic.
- Many email clients do not display graphics in preview mode or on initial open. Therefore, it is important that your email is designed with this in mind. We recommend that you avoid large graphics without HTML text at the top of your email. Otherwise, some customers will only see a broken image above the fold and will likely immediately delete your message. Please keep the use of header images to a minimum and try to incorporate as much HTML text at the top of the email as possible.
- Cascading style sheets – some email clients (including Gmail and newer versions of Outlook) cannot properly display emails that use CSS. We highly recommend that you do not use cascading style sheets in the coding of your HTML emails.
- Please try to keep the file size of the entire email 60K or less to minimize download time.
- There are no restrictions in regards to pixel dimension for the email, but we recommend no wider than about 650 pixels to minimize horizontal scrolling.

- Revisions – you will be provided a test message of your email prior to deployment. Please note that often the formatting is skewed when the email is forwarded. Those formatting issues will not occur during actual deployment. You can request a test message sent directly from Lyris if you need to check final formatting. You are allowed one round of minor revisions. We can only make changes to your HTML file, not images.
- Text emails – Lyris can send a multi-part email with both text and HTML and deliver whichever version individual email clients are set up to accept. If you would like to take advantage of this option, please also supply a text-only version of your email. However, because of the way Lyris deploys the emails, we cannot send you test messages of the text only version directly from Lyris if your email software is HTML enabled. All text message tests will be copied directly from Lyris and pasted into a separate email for review.
- Unsubscribes – all emails that we send have links for customers to unsubscribe at the bottom. However, we ask that you also include an email address and/or other contact information at the bottom of your message where customers can contact you directly if they would like to be placed on your email suppression list. Examples of this include: "If you do not want to receive marketing emails from Company XYZ in the future, please send an email to [unsubscribe@companyxyz.com](mailto:unsubscribe@companyxyz.com)" or "We respect your privacy. Read more about Company XYZ's privacy policy" (link to your privacy policy containing information for them on how to opt-out/get on your suppression list).
- Deployment approval – emails will not be deployed until test messages have been approved. The approval must be received in writing (email) by 10:00 am ET the day of deployment. Failure to provide written approval may result in rescheduling the email.
- We reserve the right to refuse acceptance of and/or request revisions to any email that does not adhere to the guidelines outlined above. If you have any questions or need assistance with the design and/or layout of your email, please contact someone in the E-Marketing department:  
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## Questions? Contact your account representative today!

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