

## SPONSORED EDITION E-MAIL SPECIFICATIONS

### HTML FILE GUIDELINES

The size of your HTML file should not exceed 200KB

Please provide a subject line that does not exceed 80 characters. This should also be set as the <title> of your HTML file.

Image files should be provided in .png, .jpg, or .gif format  
Do not include background images in your mark up.  
Do not include HTML maps for image links.

All CSS must be written as in-line styles.  
Do not reference external stylesheets or fonts.  
Do not include any javascript.

Using <table> instead of <div> for formatting will provide more consistent results across e-mail clients and web browsers.

The maximum width of your e-mail should be 650 pixels. We recommend ensuring your layout is responsive, to accommodate readers across phones, tablets, and desktop computers.

Your HTML should include a balanced mix of text and images.  
E-mails containing only images will likely end up in Spam folders.

### DON'T HAVE HTML?

If you are unfamiliar with HTML but want to produce your own e-mail, we recommend setting up a free account with MailChimp. Use the Template Builder to design the e-mail and then export your design from MailChimp as an HTML file and send to us, with the accompanying image files.

If you don't have HTML, we can build it for you using our template. Please submit all of the following materials:

- Images: We recommend 1 but you can submit up to 3, 650px wide, .png, .jpg, or .gif format
- Subject line: 80 characters max
- Copy: 300-500 words
- Call to action: We recommend 1 or 2 links max

### BASIC TEMPLATE EXAMPLE

