

DEDICATED SEND SPECS

REQUIRED DELIVERABLES: 1. HTML CODE 2. SUBJECT LINE 3. PREHEADER TEXT (OPTIONAL)

EMAIL ADVERTISING GUIDELINES: 1. Test your HTML code for errors with an HTML validator prior to submitting to SmartBrief. 2. Visit the Guide to CSS Support in Email: campaignmonitor.com/css. 3. [What is preheader text?](#)

NOTE: HTML is due 10 full business days in advance of the send date, and compatibility issues may delay the send.

Subject Line & Preheader:

- 50 characters max recommended for subject line and preheader
- Avoid these terms: "New", "Free", "Special."
- Do not use all CAPS or exclamation points! (These phrases, fonts and punctuation may cause your email to get marked as spam).

HTML Code

Design:

- Limit the design width to no more than 650px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Use six-digit hex codes for colors.
- Code links on one line: `linked text`
- Use inline styling. Except for media queries, SmartBrief only incorporates code between the body tags into our template.
- Media queries should be in style tags in the head element. SmartBrief can only accept media queries that have a Class or an ID.

Images:

- Use JPEGs or GIFs.
- Use absolute URL and image paths (images, links, etc.). Images and files must be hosted by client.
- Use image width and height attributes and values to preserve layout structure when images are disabled.


Do not:

- Do not use dynamic scripts (Javascript) or any form elements (checkbox, radio button, input field).
- Do not use background images, image mapping, or animated GIFs.
- Do not embed Flash or any other type of video.

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