

# DEDICATED SEND HTML TEMPLATE SPECS

**DELIVERABLES:**

1. SUBJECT LINE & PREHEADER (optional)
2. ADVERTISER SUPPLIED MATERIALS LISTED BELOW

**NOTE:** All materials are due 15 full business days in advance of the send date, any client delays may delay the send. SmartBrief allows for two rounds of revisions on the HTML. Any additional rounds may incur a \$250 charge per revision.

## Option 1: Hero Template

**SUBJECT LINE:**

- 50 Characters max recommended for subject line and preheader
- Avoid these terms: “New”, “Free”, “Special”
- Do not use all CAPS or exclamation points! (May cause your email to get marked as spam).

**COMPANY LOGO:**

- **Max width:** 600 pixels

**HERO IMAGE:**

- **Max width:** 600 pixels
- **Max height:** 300 pixels
- **Click Through URL**

**COPY & CTA BUTTON:**

- **Title:** 50 characters recommended
- **Body:** 500-750 characters recommended
- **CTA Button:** 20-30 characters
- **Click Through URL**

**FOOTER (optional):**

- Company Name and address
- Website address and/or contact email
- Social account links (FB, Twitter, LinkedIn)

**BRAND COLOR: RGB**

Used in title, text links and Call-to-Action button

The diagram illustrates the layout for the Hero Template. At the top is a black box labeled "Logo". Below it is a large blue rectangle labeled "600 x 300" representing the hero image. Underneath the image is the "Title" section, followed by a paragraph of body text. Below the text is a blue button labeled "Download Now >". At the bottom is a footer area containing company name, address, zip, city, website, and email, along with social media icons for Facebook, Twitter, and LinkedIn.

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## Option 2: Image Left Template

**SUBJECT LINE:**

- 50 Characters max recommended for subject line and preheader
- Avoid these terms: “New”, “Free”, “Special”
- Do not use all CAPS or exclamation points! (May cause your email to get marked as spam).

**COMPANY LOGO:**

- **Max width:** 600 pixels

**COPY & CTA BUTTON:**

- **Title:** 50 characters recommended
- **Body:** 500-750 characters recommended
- **CTA Button:** 20-30 characters
- **Click Through URL**

**LEFT COLUMN IMAGE:**

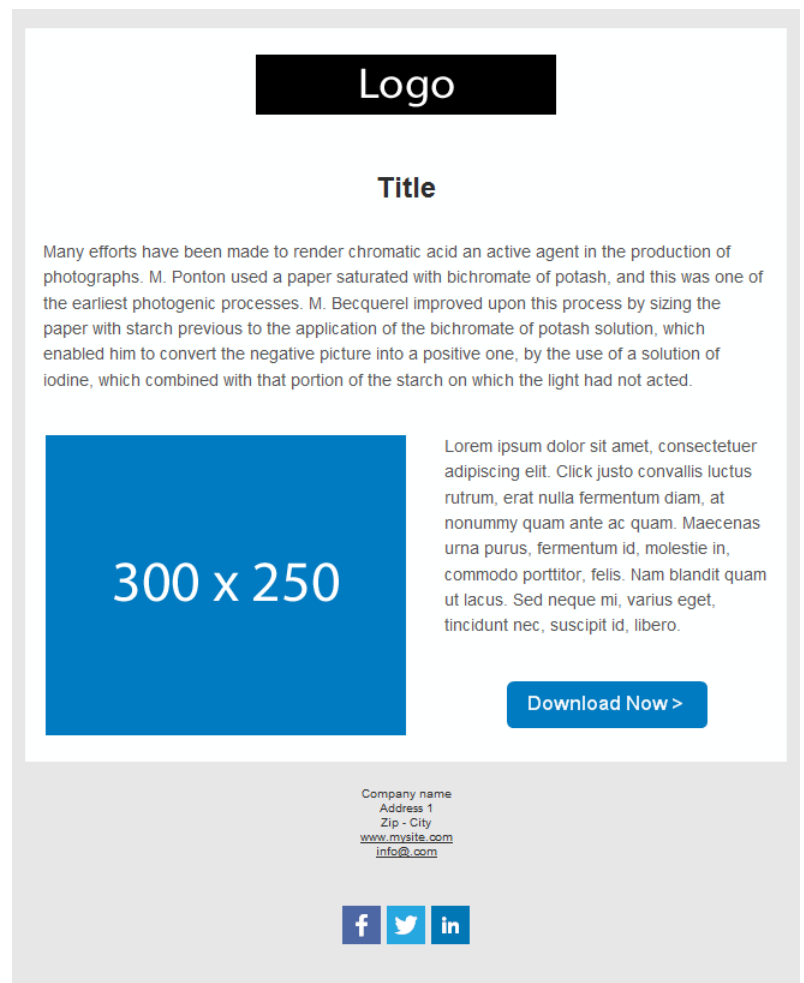
- **Max width:** 300 pixels
- **Max height:** 250 pixels
- **Click Through URL**

**FOOTER (optional):**

- Company Name and address
- Website address and/or contact email
- Social account links (FB, Twitter, LinkedIn)

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## Option 3: Hero + Image Left

- SUBJECT LINE:**

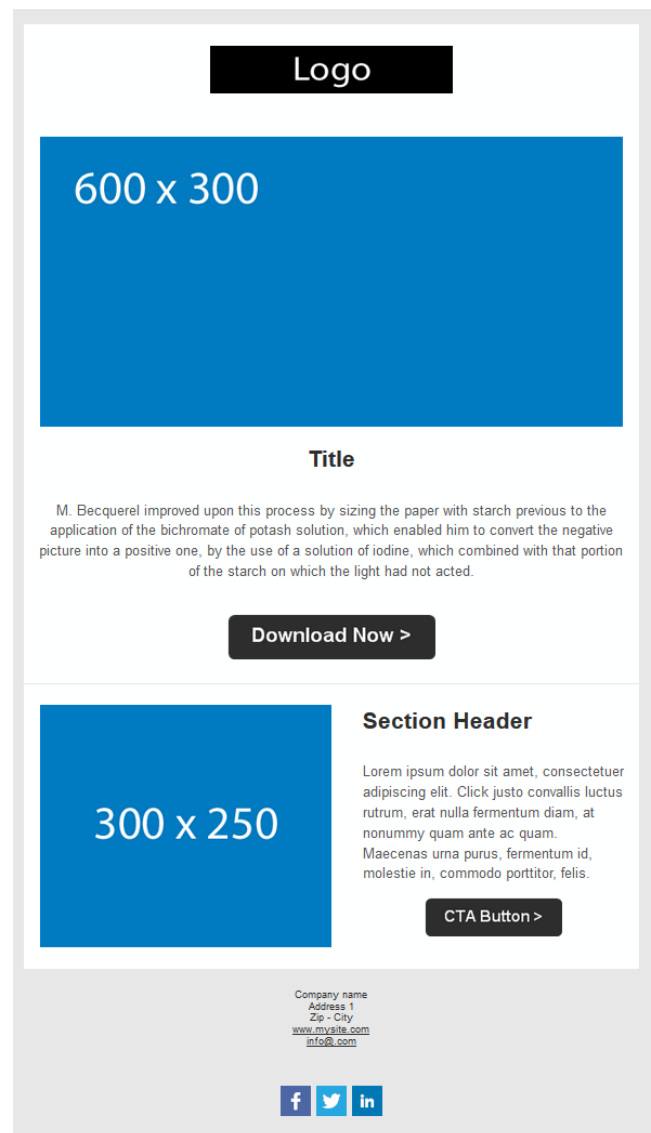
  - 50 Characters recommended for subject line and preheader
  - Avoid these terms: “New”, “Free”, “Special”
  - Do not use all CAPS or exclamation points! (May cause your email to get marked as spam).
- COMPANY LOGO:**

  - **Max width:** 600 pixels
- UPPER BLOCK - HERO IMAGE & COPY:**

  - **Hero Image:** 600x300 pixels max
  - **Title:** 50 characters recommended
  - **Body:** 500-750 characters recommended
  - **CTA Button:** 20-30 characters
  - **Click Through URL**
- LOWER BLOCK – LEFT IMAGE & COPY:**

  - **Left Image:** 300x250 pixels max
  - **Title/Header (optional):** 30 characters recommended
  - **Body:** 200-300 characters recommended
  - **CTA Button:** 20-30 characters
  - **Click Through URL**
- FOOTER (optional):**

  - Company Name and address
  - Website address and/or contact email
  - Social account links (FB, Twitter, LinkedIn)
- BRAND COLOR: RGB**  
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## Option 4: Hero + Multi-Image

**SUBJECT LINE:**

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

**COMPANY LOGO:**

- **Max width:** 600 pixels

**UPPER BLOCK - HERO IMAGE & COPY:**

- **Hero Image:** 600x300 pixels max
- **Title:** 50 characters recommended
- **Body:** 500-750 characters recommended
- **CTA Button:** 20-30 characters
- **Click Through URL**

**LOWER BLOCK – IMAGES & COPY:**

- **Images:** 150x150 pixels max
- **Titles (optional):** 10-15 characters recommended
- **Copy:** 100-150 characters recommended, per column
- **Click Through URL**

**FOOTER (optional):**

- Company Name and address
- Website address and/or contact email
- Social account links (FB, Twitter, LinkedIn)

**BRAND COLOR: RGB**

Used in title, text links and Call-to-Action button