(Video) Dedicated Send Specs

Required deliverables: 1. HTML code 2. Subject line 3. Preheader text (optional) 4. Video file

Email Advertising Guidelines: 1. SmartBrief can accept third party click tags, but cannot support third party ad serving, 1x1 pixels or impression trackers. 2. Test your HTML code for errors with an HTML validator prior to submitting to SmartBrief. 3. Visit the Guide to CSS Support inEmail: campaignmonitor.com/css. 3. What is preheader text?

Video Advertising Tips: 1. Videos will be hosted by SmartBrief and optimized for email viewing. Readers that cannot view video in email will be shown ananimated gif or static image from video with play button overlay. View page three to see which email clients display video. 30-45% of B2B readers will see full video.

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.
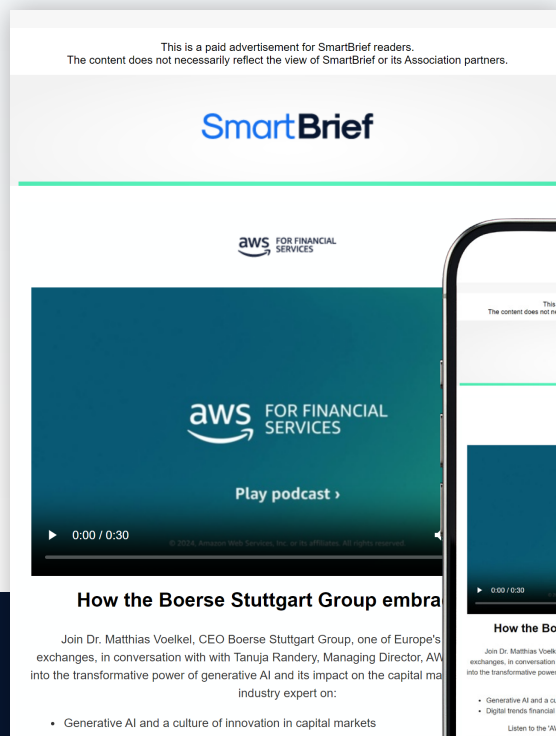
Video Specs

Video submission guidelines: 1. Please provide video file, or YouTube link where it can be accessed, to your SmartBrief account team. 2. When creating HTML layout, please include placeholder image to indicate where video should be inserted.

Video file specs:

- File Size: 500 MB max. 100 MB or less preferred
- Length: 2 minutes max. 20 seconds or less recommended
- Aspect Ratio: 16x9 (HD) or 4x3 (SD)
- Accepted standard codecs and video formats:
  - MP4
  - YouTube link
  - MOV (Quicktime)
  - WMV
  - MPEG-4
  - H.264
  - FLV (Sorensen, H.264 codecs only)
  - ETC
- Framerate: 30 FPS minimum
- Preferred Data Rate: 2000 kbits/sec (SD) / 5000 kbits/sec (HD)
- Resolution: 640x480 (SD) / 1280x720 (HD)
  (SmartBrief will resize to fit the ad unit)
- Deinterlacing on: YES
- Audio: 320 kbps / 44.100 kHz
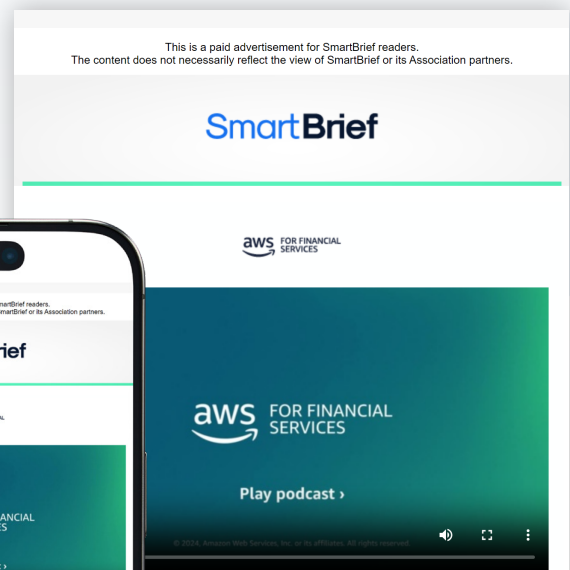
Video Specs

Videos are optimized for every reading experience

Mail Client	Full-Screen Player	Static	Animation	In-Line Video
Iphone, iPad	✓			
Outlook 2007+		✓		
Outlook.com				✓
Apple Mail				✓
Thunderbird				✓
lotus Notes			✓	
Gmail			✓	
Yahoo!			✓	