

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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VIEW IN BROWSER



NEW HANDOUT FOR HEART-HEALTHY MEAL PLAN INSPIRATION

Empower clients with meal plan inspiration to invest in heart health

It's difficult to overstate the importance of diet and nutrition when it comes to heart health. To help you educate your clients, Love One Today[®] released a new handout with heart-healthy meal planning inspiration. It's full of American Heart Association-certified recipes across all dayparts to help clients discover heart-healthy foods they already love, like nutrient-dense avocados. When clients can continue to enjoy foods they love, they'll be eager to make heart-healthy habits. Plus, they'll feel great knowing they're taking a more active role in their health.



[Download Meal Planning Handout](#)

AN AVOCADO A DAY...


In the largest study of its kind, published in the *Journal of the American Heart Association*, researchers across multiple institutions looked at the impact of consuming one avocado per day on weight-related measures, markers of cardiometabolic risk and diet quality—insights you won't want to miss.

[Get Details on This New Study](#)

DID YOU KNOW?

Avocados + heart health: good fats and so much more

One-third of a medium avocado provides 250 mg of potassium (16% DV)



A diet rich in fiber may be associated with a lower risk of heart disease, obesity and