



GUIDELINES FOR CREATING EMAILS

Text Guidelines

1. Text should be ASCII text of all the same size (i.e. 10 pt. Ariel Font). No colors, bold, italics, or embedded links should be included. Non-standard text, i.e. copyright logo, will not display properly. Preferably written in MS Notepad or a similar ASCII editor not MS Word.
2. Subject line should be a maximum of 10 words. The average email viewer can display 60 characters in the subject line before it is cut off.
3. We recommend that the body of text be 1 to 2 paragraphs with no more than 60 characters per line. IMPORTANT, if the desire is to have all the lines within the body of text to be approximately the same length you should press "enter" at the end of each line to prevent word wrapping.
4. All text creative ads should have all hyperlinks on their own line and start with <http://> or <https://>.

HTML Guidelines

The final copy of the HTML document should look exactly the way it is to be sent, with appropriate links in place. It is recommended to use the same testing process as the text version (i.e. sending it to the designated seed group) prior to sending us final copy.

1. Create the HTML in an HTML editor in plain HTML, not using MS Word, layers or CSS. HTML's must be created in HTML software such as PageMaker or Dreamweaver, rather than web design software. Web design software puts unacceptable coding, such as CSS (Cascading Style Sheets), into the HTML. This coding causes problems with the blast including spam filter detection. Even though web design software looks like it creates acceptable HTML's, they won't work.
2. Make sure the code doesn't contain any JavaScript, Frames or complex DHTML
3. Use numeric entity for special characters (i.e. © = ©).
4. Avoid white or light text on dark backgrounds - sometimes default settings will delete the background and the text will not be seen.
5. Put the full absolute URL of each image in the HTML code, i.e. <http://.....>
6. File Size Limit should not exceed 30k
7. Pixel Size: keep the email to approx. 600 pixels wide by about 450 pixels high
8. Keep the call to action in the top 400 pixels of the email so it sits above the fold.
9. Use "alt" tags for the more prominent graphics referenced in the HTML messages. An "alt" tag lets you display a text message while a graphic is loading. Recipients who use an email program with Auto-Preview (e.g. Outlook) will view message instead of just file name.
10. **DON'T MAKE YOU MESSAGE ALL GRAPHICS WITH NO TEXT.** It is strongly recommended that the email does not contain a higher ratio of image-to-text area. A lot of graphics will produce a higher SPAM score. No more than 1/3 of the design area should be images or graphics; the rest should be formatted text. Many email applications default to disable images so many recipients may never see your message if it is all image.
11. Creative should be broken into at least 4 parts. Creating the four parts of the email based in HTML will ensure that, in the case of image blocking, the copy of the email will still be present
 - A. Part 1: your headline (in HTML format, non image-based)
 - B. Part 2: your sub headline (in HTML format, non image-based)
 - C. Part 3: body copy (in HTML)
 - D. Part 4: the click / call to action (HTML)

Capturing Data:

1. The data fields must be on a landing page, as we cannot put it on the "face" of the creative.
2. A link must be used to go to the landing page where the recipient of the email fills out information such as name, postal address, phone number. The recipient's email address will not be given to the client.

Tracking

Online tracking will be set up automatically unless otherwise specified. When tracking is set up, your original links will look different (see examples below). This is because when the email recipient clicks on the link, it first directs them to our site to be counted, then to the customer's site. This will track how many times the link in the email is clicked on. Tracking openings of emails can only be done to an HTML broadcast and not for Text.

Example:

Customer's original link: <http://www.autoshowinmotion.com/pls/asim/frmMain.show>

After tracking is installed: <http://content.emsnetwork.net/c.aspx?LK=49441&EM=>

Unique Id's

1. If the client wants to track the individuals based on unique ids, we can pass this value to their URL as a query string and they can track at their end. (See example below)
2. If a client wants to assign a user name and password to each individual, the unique id field will be used to perform a mail merge when the campaign is sent.

http://content.emsnetwork.net/c.aspx?LK=49441&EM=12345&UNIQUE_ID

Subject line

The subject line is your chance to get the recipient to "open" your message.

- Motivate your target audience in the subject line by mentioning the offer and/or benefit
- Avoid using subject lines that are too vague – be specific. To comply with CAN SPAM laws, the subject line must accurately reflect the content of the message
- Stay away from generic sales pitches – a clever or witty subject line can go a long way
- Avoid anything that could get you trapped in SPAM filters - (i.e; "FREE", "!", "\$", etc.)
- Try testing several subject lines to determine what is successful
- Always be honest with your subject line; don't bait and switch
- Consider using personalization
- Keep it short, less than 40 characters

To Place Order:

When you are ready to order, please confirm and forward your list selects along with the following:

*HTML message copy

*Text message copy

*Subject line for your message

*Email addresses of others at your company who should received copy of actual message as it is transmitted

*Any list of email addresses that you want to suppress from the rental email list

*Any images we are hosting

Once we have received all these items we will process your order and confirm your broadcast date.

As a first time mailer with Dunhill prepayment is required prior to set-up and broadcast.

CAN SPAM Law Requirements:

*The subject line must accurately reflect the content of the message

*The message must include the advertiser's physical postal address

*Message must include opt-out link to mailer

For more details regarding the CAN SPAM regulations please visit

http://www.the-dma.org/antispam/E-mail_Chart.pdf

Trigger Words

Here are some helpful tips to get emails through the SPAM filters and to the customer's Inbox. The trigger words contained in this document, when used in either the subject line, email body or both may prevent the email from getting through. These terms increase in numbers quickly and the rules don't stay the same for long. *This list should be used as a tool and not taken as a foolproof way to get through the filters.*

Successful marketing is all about making it through the clutter and getting the message heard!

- A adult*, ADV*, affordable, antenna, as seen on TV, accept, advertisement
- B bargain, baseball, Basketball, best prices, boost+reliability, breast, business opportunity, be you own boss
- C cable channel, cable TV, cards accepted, casino*, celeb, celebrities exposed*, cheapest, check or money order, child support*, classified ad\<, dick here*, coed, coeds, congratulations, copy+ DVD, copy any DVD movie*, credit card*, credit + profile, cruise, confirmation number, cell phone, click here, call toll free
- D dear friend*, dear future millionaire*, debt, de-scrambler, descrambler, detective, diet, diplomas + university, directtv, dish, dishes, dream vacation, doubleclck.com*
- E e-commerce, e-mail marketing*, enhance, enhanced, erotic, every+business+needs, exciting new, earn extra income, extra income
- F FWD:, fantastic business, fat burning, friend@, financial independence, finalist*, financing, fitness, fixed rate, football, four reports, free!, free+installation, free+movie, free+no obligation*, free pager, for free?, for free!, future
- G gambling*, getaway, golf, great credit card, great price, great stock, guaranteed
- H hard core, hardcore, herbs, herbal, hockey, home business, home-based business, home based business, home document Imaging, home employment directory*, homeowner* homeworkers, hot stock, hot teens*, hair loss
- I Increase sales, Information requested, Insurance, Interest rates, International+license, Internet business directory*, Investment, Investor, invest, Internet Spy, Increase your revenue
- J join price, judicial judgment, just released, joke of the day
- K know your rights
- L legally, legal + problems, legally ordained*, license, life Insurance, lise your website*, loan, lose weight in*, low interest, low interest, lust, lusty, lose inches
- M mail@, Mail to:, make money*, market, master card, MasterCard, merchant account, message, millionaire, mini-vacation*, money back, money-back guarantee, money-making opportunity*, money making opportunity*, mortgage* , MLM
- N napster, nasty, need+ funds, new car, nigeria*, nude, no obligation
- O offer*, online business, opportunity, opt-In, optIn, one time, one-time mail, online promotion, order today, order now!, over 18, over 21
- P pager, paying too much, penis, penny stock, permanent low interest*, per week from home*, please respond, porn*, pounds, pre-approved, promotion, prostate, public@
- R RE:, refinance, refinancing, remove fat, removing fat, reward offered, receive*,remove*, removal instructions
- S sales, sales@, satellite, satisfaction*, saw your site, save+inkjet, sex, sex-crazed*, sexy, sexual, smoking, snoring, soccer, software they wanted banned*, some people succeed, special invitation, SPECIAL PROMOTION, sports, stock alert, stock +opportunity, stock pick, stock play, stockplay, subject line, success., success@
- T teens, ticket, this message*, tickets, tired of, to be removed*, truth about anyone
- U unbelievable, uncensored*, uncollected, university+diplomas, unlimited income, urgent+immediate release*, USA domains
- V vacation, viagra, venture capital, virginity*, visa, Visit*, vitamin, vitamins
- W waist, wealth, webcam, webmaster, weight, wilma, win a, winner confirmation, win one, work smarter not harder
- x XXX
- Y your web site, your confirmation number, you have won
- # !, !!!, \$, \$\$, ", //////////////*, \$10,000*, 10K, \$2,000*, 5 meg web*, 100%, 100% satisfied

*used in a combination of ways