

## Mailshot – CLIENT TEMPLATE

email sent by our email server – layout and content created by client  
No press releases allowed

### Format:

Please provide us with three elements so we can create the mailshot:

1. mailshot content in both html (**index.html**) and **plain text format**
2. all images contained within the mailshot (**.GIF** or **.JPG**)
3. Please also provide a subject line for your mailshot.  
This is important as it is the title of the email readers will receive in their inbox.

All material must be sent in a **.ZIP** file.

### TECHNICAL INSTRUCTIONS:

Please make sure you send these to your mailshot designer

### General recommendations:

- Maximum width: **800px** (bear in mind that smaller is better for smartphone / iPad users)
- The following features are to be **avoided** as they lower compatibility with email software:
  - Using **CSS** for positioning (use tables for basic layouts instead)
  - Too many embedded tables
  - Leaving a tag open (html may result in your email being filtered as spam)
  - Using Javascript or Flash (may cause a warning message to appear on the mailshot)
- We strongly advise you to provide a **text version** of the mailshot as this will facilitate validation from Anti-Spam filters. It will also enable readers who cannot access the graphic version to view the mailshot. **The content of the text version must be identical to that of the html.**
- In you want to track mailshot URLs in your own Web Analytics tool, please refer to the document:  
[http://documents.wrbm.com/specifications/specs/V3/2013\\_Guidelines/2013\\_How\\_to\\_track\\_your\\_online\\_marketing\\_campaigns.pdf](http://documents.wrbm.com/specifications/specs/V3/2013_Guidelines/2013_How_to_track_your_online_marketing_campaigns.pdf)
- Do not use **https** links as targets for your banners – **only http** links. All https links will be automatically redirected by our server.

### Images:

- Images must not be animated
- Only GIF (.gif) and JPEG (.jpg) formats are accepted.
- Compress the image as much as possible. The lighter it is, the quicker it will open. Maximum total size for images: 150 KB.
- All images and logos must be provided in their final size and quality, ready for publication. We do not re-work images.
- Each  tag must contain an alt="..." parameter. ALT parameters should only contain letters, numbers and standard punctuation characters (except double quotes). No HTML or special characters.

### HTML code:

- The HTML code should be formatted as seen in the example below. Do not forget to include these tags, or the mailshot will not work.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
  <html>
    <head>
      <meta http-equiv="content-type" content="text/html; charset=windows-1250">
      <title>DON'T FORGET THE CONTENT OF YOUR MAILSHOT</title>
    </head>
    <body>
      THE CONTENT OF YOUR MAILSHOT HERE
    </body>
  </html>
```

- Use basic html code (html 4.0)
- Code must be **W3C compliant**. Please test the validity of the code at the following URL: <http://validator.w3.org/>
- The HTML file **must NOT** contain any **MicroSoft Office Code** identified as "mso-". These tags block the tracking of the links and the statistics of your mailshot will be

- **DO NOT USE background image tags** (our email server cannot display these)  
To print an image you must use the tag ``.
- Avoid using CSS tab. Instead, use a simple TABLE, e.g. `<TABLE> <tr> <td>`
- Tag parameters must be delimited by double quotes ("), as shown in the following example : `<table width="100%" cellpadding="0" cellspacing="0" align="right">` AND NOT `<table width=100% cellpadding=0 cellspacing=0 align=right>` OR NOT `<table width='100%' cellpadding='0' cellspacing='0' align='right'>`
- Each parameter must be separated by spaces, as in this example:

```
<a href="http://www.thegrocer.co.uk" target="_blank">
```

### **Additional Details and Recommendations:**

Once material has been processed by WRBM, you will receive a test for validation. The test must be validated to ensure the mailshot can be sent on the agreed date.

The disclaimer is a legal obligation: the WRBM Disclaimer is mandatory and will be automatically inserted at the end of your mailshot. Any other disclaimer will be removed.

### **Submission Lead Time:**

A minimum of **5 business days** before the start of the campaign.

Please send material for the attention of the Digital Production Department, William Reed Business Media, Broadfield Park, Crawley, West Sussex RH11 9RT. Tel: 01293 610 237 (direct line) mailto: [multimedia@wrbm.com](mailto:multimedia@wrbm.com)