

EMAIL SPECS

GENERAL SPECIFICATIONS

- ▶ Dimensions:
 - Width: 600 px. (recommended)
 - Height: Flexible
- ▶ File Size:
 - Preferred Total: 100KB Max
 - Absolute Total: 1MB Max
 - Cell: 100KB Max
- ▶ Adweek's email header and footer will be added.

HTML & CSS

- ▶ HTML must be successfully validated for email.
We recommend using an email testing service such as Litmus, <http://www.litmus.com>
- ▶ CSS must be "inline" with no embedded style sheets, external linked style sheets, CSS for positioning, or CSS layers.

IMAGES

- ▶ File Formats: JPG or GIF
- ▶ Color Format: RGB
- ▶ Self-hosted Images:
If you are hosting the images in your HTML email, please verify that they are linked correctly.
- ▶ Adweek-hosted Images:
If we are hosting the images, please provide all supporting files in a zipped folder. The HTML file should have images linked in a relative format.

NOT ALLOWED

- ▶ No background images or transparent images
- ▶ No sound
- ▶ No Flash
- ▶ No JavaScript
- ▶ No animation

SUBJECT LINE

- ▶ Maximum 50 characters including spaces.
- ▶ Subject to editing by Adweek to clarify source of the mailing.
- ▶ May not contain all capital letters, only one word, SPAM trigger words or characters requiring encoding.

SUBMISSION PROCEDURES

- ▶ Materials must be submitted at least **7 business days prior to scheduled send date.**

SUBMITTING AN HTML FILE

Send to your Adweek contact in the following format:

1. Zipped folder containing:
 - ▶ Validated HTML file
 - ▶ Images (if hosted by Adweek)
2. Email subject line
3. Specified source of HTML validation

SUBMITTING A STATIC IMAGE AND URL

Send to your Adweek contact in the following format:

1. E-blast image (as an email attachment)
2. Click-through URL
3. Email subject line



Contact:

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