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
- ► <u>Self-hosted Images:</u>

If you are hosting the images in your HTML email, please verify that they are linked correctly.

► <u>Adweek-hosted Images:</u>

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

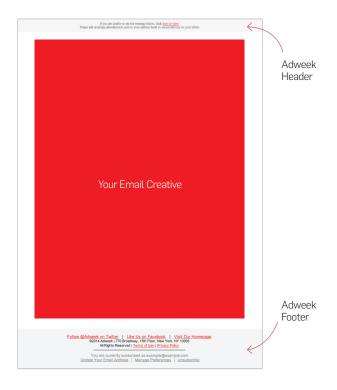
Send to your Adweek contact in the following format:

- 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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