

Sponsored e-Blast Specifications

Requirements

- HTML Creative from client
 - HTML page should be constrained within 600–800 pixel table that is centered on the page.
 - Inline CSS style tags may be used, but do not reference a CSS class.
 - Do not embed Javascript, Java applets, VB script or any other scripting language.
 - Use only Jpg images (best for photograph–type pictures) or GIF images (best for text and clip art), no animated GIFs.
 - Please do not use any web fonts. – Third–party advertiser tags must be standard tags (no IFRAMES or Javascript – only A/HREF/IMG).
 - Attach a domain to the image source in the HTML, using the absolute URL instead of only the directory for the image source (ex: <http://www.yourwebsite.com/images/test.gif>).
 - Background images cannot be used and images must be limited to a height of 1700 pixels.
 - Please avoid using paragraph tags. Code all structure using the table element.
- Maximum word count: 1,000 words. (Microsoft Outlook will insert a default page break after 1,000 words)
- Use an even ratio of text vs image to increase deliverability.
- Use grid-based layers and avoid complicated elements that require HTML floats and positioning
- Text Back up from client (optional)
- Subject Line and Pre–Header
- Test and Final seed list

Additional Needs for UNBRANDED e-Blasts

- Opt Out link on clients creative
- Suppression file from within the last 10 business days from the client
- From Line

Please send the following 5 business days prior to the send date

- The HTML (saved as an attachment, with images hosted to your server)
- Text only file (saved in Notepad – with full URLs listed for all links. The text should mirror the words in the HTML and not include coding).
- Your suppression file: in excel (only if sending from your company name)
- Subject line: (limit to under 50 characters/including spacing)
- Test Seed list: e–mail address of those to receive the test to review.
- Final Seed list: any additional e–mail addresses that are not on the test list but need to receive the final deployment (up to 10)

Timeline

- **MJH Life Sciences™** will follow up with a proof of the e–Blast at least 1 business day prior to the scheduled deployment to the test seed list.
 - Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required a revised test will be sent.
 - **MJH Life Sciences™** will confirm that the e–blast is scheduled to deploy on the specified date.
- By the 15th of the following month, **MJH Life Sciences™** will provide delivery metrics for all that deployed within the month.

Custom Email Communications and CAN–SPAM

We observe the CAN–SPAM Act and abide by the following policy:

Sponsor agrees email communications must be in compliance with the all applicable Federal and state laws, including without limitation the CAN–SPAM Act and associated FTC regulations. Sponsor warrants that its email marketing practices are in compliance with the provisions of the CAN–SPAM Act, including but not limited to including in commercial email messages: a clear and conspicuous notice that the message is an advertisement or solicitation; a legally compliant method for the recipient to opt–out of future email solicitations from client which is operational for at least thirty (30) days after sending the message; and a valid physical address. Sponsor warrants that it honors all opt–out notices within ten (10) business days of receipt of each optout request as is required by law. In accordance with the requirements of the CAN–SPAM Act, sponsor must keep, maintain, and provide any available suppression files for third party email campaign. Sponsor agrees to Provide the list of recipients who have “opted out” of receiving e–mails from its company no later than five business days before we distributes an email campaign that advertises or promotes sponsor’s product(s) or service(s) so that we may remove any e–mail addresses on sponsor’s suppression files our distribution list. Sponsor will continue to supply us with updated suppression files in advance of each distribution we make on sponsor’s behalf. If an opt–out suppression file has not been provided for this campaign, sponsor attests to the fact that, as of the date stated below, sponsor does not currently have any email addresses to suppress.