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.