SmartBrief

DEDICATED SENDS SPEC SHEET

With DEDICATED SENDS from SmartBrief, our aim is to deliver successful advertising campaigns that achieve your objectives by providing you with the information you need to OPTIMIZE your sends.
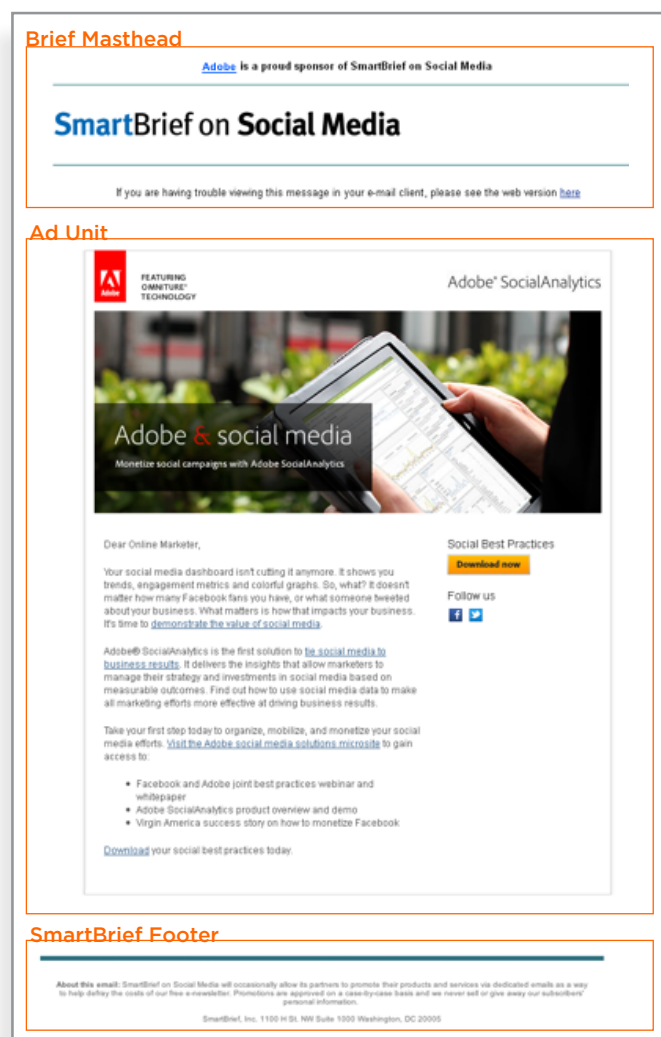
Following the guidelines outlined below will help you to reach your audience's inboxes more effectively:

Ad unit specifications

› Keep design width at 700 px or lower.

› Use HTML tables and inline CSS to ensure layout renders properly.

› Use absolute URL and image paths, rather than relative ones.

› All images need to be hosted by you.

Best practices

› To optimize your delivery and open rates, keep subject lines under 50 characters. Avoid terms such as "New", "Free", "Special", using ALL CAPS, exclamation points any of which may cause your email to get marked as spam.

› Many email clients will not read Flash files or animated gifs, so please do not use them in your email.

› Form elements (radio buttons, checkbox) will not render properly.

› 3rd party tracking tags violate SmartBrief's privacy agreement and cannot be used. Background images, image maps and Javascript/other scripts will cause the email to break, so please do not include these elements.

› Please test your html code for errors with an html validator prior to submitting to SmartBrief.

Brief Masthead

Adobe is a proud sponsor of SmartBrief on Social Media

SmartBrief on Social Media

If you are having trouble viewing this message in your e-mail client, please see the web version here

Ad Unit

SmartBrief Footer

What we need from you

› Subject Line (50 characters or less)

› HTML code that meets the specifications above