**Product: SmartMail**

**Client assets required:**

* HTML file (with **client-hosted** images) - See specifications below
* Subject Line
* “Sent From” name (HIMSS Media Channel)
* Audience Filters
* Seed List for email test

**Implementation Timeline:**

* **Creative due date:** 5 days prior to SmartMail deployment date.\*
* **Client review/approval:** 2 days prior to SmartMail deployment date.
* **Reporting**: 5 Business Days after final email deployment

**HTML Specifications**

**Sizing Tips**

* Recommended Maximum Width: 600px/728px (with Leaderboard)

**Layout Tips**

* Table nesting is more reliable than setting CSS margins or padding.
* Use tables for layout, setting the width in each cell, not the table.
* Avoid unnecessary whitespace between tags.
* Avoid using percentage based widths; pixels are best.
* To ensure your email contains background color, wrap the email within a table at 100% width and put the background color there.

**Styling Tips**

* Use inline CSS to avoid losing non-inline CSS if head sections are removed.
* Declare individual properties rather than using shorthand.
* Use longhand hex colors for best results (#006633 instead of #063).

**Link Tips**

* To prevent link colors from being overwritten, add inline CSS to the <a> tag as well as a <font> tag inside the <a> tag.
* When using an image as a link, please add border=”0” to the <img> tag.

**Image Tips**

* Recommended collective size of all image files: 40kB. Maximum size of all image files: 300kB.
* When using background images, use a background color in the event the image does not display.
* Avoid using spacer images and instead rely on fixed widths in your tables.
* Always declare the dimensions of your images to prevent image sizes from being resized.
* Use descriptive alt text in the event images are blocked or turned off.
* Avoid using float to align your images as it is not 100% supported. Use the align attribute in your <img> tag instead.
* Use GIF or JPG formats, PNC formats are not always supported.

**Video Tips**

* Video in email is not recommended; if your email requires animation, use animated GIFs.

**Mobile Optimization Tips**

* A maximum width of 600 pixels will ensure proper display on phones, tablets, and desktops.
* One-column emails will display best on smaller screens.
* Some mobile email clients will automatically resize text. If your layout depends on font sizes, declare -webkittext-size-adjust: none; to override it.

*\*If client materials or approvals are received after the applicable deadline, the program’s contracted start date and end date may need to be extended.*