Build eDM's in <table> format and inline CSS only. It will be nested table inside another and so on. Some coding tips to keep in mind:

## Basics rules and tips:

\* Review the handoff and set a general cut-up layout

\* Use inline styles only

\* Apply relevant styling for nested child nods

\* Declare all margin and padding to zero for block tags (e.g., <p> tag). Ensure consistency through out the code

\* Do not use “float” styling and positioning with nested tables instead.

\* Always add the styles display:block; and border:0; to <img> tags.

\* Do not use background images.

### Tables

\* Don’t use Column or Row Span in table.

\* Inner table width should not exceed parent’s width. (Consider paddings and margins)

### Paragraph

\* Use of text is preferred whenever necessary over images.

\* Always declare font size and line height to control the look across all browsers.

### Images

\* Always add the styles display:block; and border:0; on <img> tags.