

EMAIL BLAST TECHNICAL GUIDELINES

The client/ internal customer must supply an HTML file, Text version, and compliant subject-line for each Email Blast at least seven business days prior to release date. This will allow for four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery. Compliant Email Blast materials must conform to the following guidelines. HMP will not fix or add formatting or edit copy within custom e-blasts as it is a liability issue. In addition, HMP retains the right of final Email Blast approval prior to release.

Whenever possible HMP prefers to have all creative as soon as possible following the signing of an Email Blast contract order.

Guidelines:

- An Email Blast that is entirely a linked image is NOT something that can be released, as email platforms block images by default. The preferred combination to ensure correct visibility is a combination of HTML and images with a call-to-action within the text component.
- Email Blasts created with Microsoft Word and the like are not typically compatible with many of today's email platforms as they introduce extra formatting that conflicts with many email delivery systems. Please see [Deadlines](#) for related information.
- Flash, Rich Media, Image Maps, Animated GIFs/ Banners and Javascript are **NOT** available
- in email platforms and should not be utilized.
- Only HTML, text, JPG and GIF images are allowed as all email platforms can display them.
- The HTML must be a centered 600-728 pixel-wide
- All email HTML must be table-based layouts.
- All CSS must be inline styles no embedded styles sheets no external linked style sheets no CSS for positioning no CSS layers.
- No background images, as they will likely to be blocked by most email platforms.
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).
- Subject-lines should not be more than 12 words or 150 characters. We can also run the subject-line through a "Spam-Checker Tool" that points out any verbiage that will be picked up by spam filters.
- Subject-lines should be as enticing as possible, more than **ONE** word, and **NOT in ALL CAPITAL LETTERS**.
- A subject-line that meets HMP approval must be provided.
- Text should not include words that will trigger a spam warning (i.e. words like FREE, GREAT OFFER, Viagra, Rolex, Mortgage, and the use of exclamation marks).
- There **MUST** be a call to action above the first 400 pixels (height) of the email.
- Clients should provide detailed linking instructions.
- Links to PDF, Word Documents or other non-traditional "web page" links within an email blast **MUST** be clearly identified.
- Text only version should be no more than 10K and may not include any image files.

Banner Ads within an Email Blast:

- Static images may only be .jpg, .gif, .png, or .psd file types. Each file shall be supplied at 72dpi in the exact pixel banner ad dimensions (300x250, 728x90, 160x600) required and may not exceed a file size of 40kb.
- Client shall additionally provide a fully qualified URL link for the ad(s) submitted.

A note about opt-out language:

If HMP uses our system to deliver a email on behalf of a third party, the then opt out, subscription, and physical address location in the email has to reflect the systems and location of HMP - not that of the third party.

Information collected:

In order to be CAN SPAM compliant and in line with industry email best practices, HMP does not provide email addresses of our subscriber base directly to third parties, unless the means to do so is an explicit opt-in to share that information with a specific third party, such as during Webcast registration, lead generation services, sweepstakes or other mechanisms where a user or subscriber gives clear affirmative consent to share their information with a third-party. We do provide advertisers with click-thru, open rate and demographic overview information for our email products.

Deadlines:

All materials are due at least five business days prior to email deployment. This ensures that if any adjustments need to be made to the HTML by the client or vendor, there is plenty of time for review and approval. Due to the strict limitations of HTML for email to ensure optimal delivery, we need to review all materials.