

e-Blast, e-Postcard & e-List Rental Specifications

Materials needed:

- Complete HTML file (see requirements below)
 - Current Opt-out List to be purged with our list
 - From Name and From Email Address
 - Subject line
 - Email test list for test launches and proofing
 - Contact to receive final test launch and to give final approval

Specific Requirements of the HTML file:

- HTML file should contain a title (<title>... </title>)
- HTML should be created as tables and nested tables, no background images
- Max. width of the table should be 700 pixels
- All images are to be hosted on the clients' server – and linked to using complete URLs
- All images must include "alt tags"
- Total file size of all images must be below 60kb
- Image maps should not be used, as these will not be supported in all clients
- In-line styles should be applied where required, Font tags (<font...>...) should not be used
- A Physical Address must be included on the HTML
- An Opt-out clause and a functional opt-out link must be displayed on HTML

File Transmission

FTP: <http://transfer.buildings.com>

Username: Meetings (case sensitive)

Password: Transfer (case sensitive)

Once connected to our FTP, place files in the **Meetings_**

Focus folder and identify them by company name

(i.e. company_room2.jpeg)

Please send a confirmation email to

focus.production@meetingsmedia.com when completed.

Client Check List

- | | |
|--|---|
| <input type="checkbox"/> Complete HTML document with images hosted | <input type="checkbox"/> From Name |
| <input type="checkbox"/> Opt-out message and link on HTML | <input type="checkbox"/> From Email Address |
| <input type="checkbox"/> Physical Address on HTML | <input type="checkbox"/> Subject Line |
| <input type="checkbox"/> Opt-out list | <input type="checkbox"/> Test launch list |
| | <input type="checkbox"/> Final Contact |

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Sample e-Blast

Meetings

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