

# 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...>... </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:** transfer.meetingsfocus.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 **production@meetingsfocus.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      |

## E-Media Contact:

Gail Utt  
 Production Director  
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Sample e-Blast

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