

Email Creative transferred to our Service Bureau via email should arrive as attachments and not as elements embedded in the actual email message. Plaintext format is the preferred format for text back up files. File should be sent to us as a .txt file. HTML should be .html.

Email Samples available upon request.

HTML Email

- Maximum recommended mailing “weight” is 50kb, which includes the actual HTML document (10kb or less is ideal) to be delivered and all referenced images (40kb or less). Minimize mailing weight as much as possible through image optimization, markup refinement, the removal of all embedded comments and indentation, etc.
- Tables – Keep the nesting of tables to a minimum, or avoid them where possible. When/if using background colors, remember to set them within a table to avoid the color being stripped out in various email clients.
- Characters must be selected from within the US-ASCII character set (printable characters occupying positions 0-127). Replace characters outside this range with suitable proxies (e.g., two dashes for one emdash) or HTML character entities (e.g., © for ©).
- Layouts should not exceed a web-standard 600-pixel width limit. Layouts should accommodate the resizing of copy by recipients changing their default font sizes.
- Do not rely on BODY attributes (i.e. – background image, background color, text color, link color, etc.) or markup present in the HEAD of HTML documents, as web-based clients tend to filter out such layout cues prior to final presentation.
- Do not use any form of stylesheets, whether it be in the HEAD tag (e.g. - CSS) or inline stylesheets.
- JavaScript should be avoided as web-based clients and AOL filter it out.
- Avoid reliance upon the background image attribute. Any kind of background image whether it be in <body>, <td>, or <table> will not render in AOL Webmail.
- Avoid using Image Maps. Hotmail strips out all Image Maps.
- Verify that all links point to functioning URL's and are formatted correctly.
- Composition of HTML documents with Microsoft Office and WYSIWYG editors (i.e. – GoLive, FrontPage, Dreamweaver, etc.) products is strongly discouraged.
- Note that by default AOL 9.0 does not display images and disables links from unknown senders. Users have to either click “Show images & enable links” at the top of the email or change their mail preferences.

TEXT-ONLY Email

- Line length restricted to 65 characters or less.
- Characters must be selected from within the US-ASCII character set (printable characters occupying positions 0-127). Replace illegal characters with suitable proxies – e.g., (c) for ©.
- Links should be placed on separate lines to improve readability and separate actionable content from the surrounding copy.
- Centering or aligning text to particular character positions on a line is discouraged. Limit justification of text to left-margin only. The visual rendering of centered and/or right-aligned content is wholly dependent upon the fonts available to the recipient email client.
- Character formatting such as boldface, italics, etc. is not permitted.

REQUIREMENTS: In compliance with the CAN-SPAM Act, all creative provided must include an opt-out link or email address to submit remove requests for the advertiser. This opt out mechanism MUST be active for a minimum of 30 days from launch of email campaign. A full mailing address (no PO Box) is also required. If the advertiser has a “do not mail” list or a suppression file, this must be submitted with the package.