

EMAIL BEST PRACTICES

Updated 4/8/2021

All supplied HTML files should be ready-to-send. The advertiser's privacy policy and opt-out link should NOT be included in the HTML file. Please note that all supplied HTML files are the sole responsibility of the advertiser and BNP Media will not provide coding/design support. The 'from' line of the email will include both, the BNP brand and the advertiser's name. Any issues with the HTML file will be sent back to the advertiser to fix.

BNP Media will add the footer and opt-out link to each email. This should not be added by the advertiser.

If the advertiser would like to add in a View in Browser link (optional) to the email, the merge variable to use is: @{mv_online_version}@

Best Practices – Below are some best practices that should be followed, along with a link that explains everything in more detail and provides additional information on coding your emails.

['Email on Acid' Best Practices](#)

BEST PRACTICES:

- Don't use JavaScript, ActiveX or Flash
- Don't use Microsoft Expressions to create your HTML
- Always code your emails using UTF-8
- Make "calls to action" clear and above the fold
- Images are often not downloaded by default. Because of this, the text in the ALT tag will be shown instead.
- Try to avoid animated images. If animated images are used, make sure the first slide includes the call to action.
- Always have links open in a new window
- Test your code and check your code in multiple browsers and email clients to ensure it looks correct
- Use Single Column Design
- Set 600px as the default width
- Keep mobile users in mind
- Use email-safe fonts, such as Arial, Georgia, Verdana or Times New Roman
- Avoid image-only emails
- Surveys are NOT allowed within the email
- HTML files should be 100K or less
- Only use internal or inline styling (CSS). Do not use external style sheets
- All images in the HTML must be fully hosted