

EMAIL INSTRUCTIONS AND BEST PRACTICES

Updated 10/4/2024

EMAIL INSTRUCTIONS

- All supplied HTML files should be **ready-to-send per specs specified on the form submitted**.
 - Please note that all supplied HTML files are the sole responsibility of the advertiser. Any issues with the HTML file will be sent back to the advertiser to fix.
- If you need design support, make sure to select 'NEED HTML CREATED' on the form submitted.
- The advertiser's privacy policy, opt-out link and footer **should NOT be included** in the HTML file. BNP Media will supply any opt out message/footer.
- The 'from' line of the email will include both, the BNP brand and the advertiser's name.

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
- **Images need to be under 200KB and your HTML email files need to be under 100KB.**
- Only use internal or inline styling (CSS). Do not use external style sheets
- All images in the HTML must be fully hosted