

## EMAIL SPECIFICATIONS

1. All email creative is due 8 business days prior to email deployment date and should be submitted to **hfantozzi@amilink.com**
2. All images must be hosted by client. All image calls must be absolute
3. All creative must be accompanied by a seed/proof list. (*If client cannot host images, AMI can host for a fee*)

## HTML FORMAT GUIDELINES

### DELIVERABLES

- Subject line
- HTML file
- Formatted no larger than 800w x 1000h pixels, total page weight not to exceed 100k
- Images must be hosted by client. All image calls should be absolute URLs
- Maximum of 4 unique links
- Text version of email (*see below for specs*)
- A list of all email addresses that need to receive the email proof and deployed/final email

### CODING RESTRICTIONS

- CSS (cascading style sheets), Image maps, Javascript, and flash/rich media are not permitted in HTML emails.
- No formatting should be included in the header of the HTML

### RECOMMENDATIONS

We do not recommend the use of Microsoft FrontPage or Microsoft Word for the creation of HTML emails: doing so results in the creation of extraneous code that doesn't render properly in email client software.

## TEXT FORMAT GUIDELINES

### DELIVERABLES

- Subject line
- Text version of email
- URLs must be on their own line, preceded by **http://**
- Copy limited to 750 characters, including spaces.
- Maximum of 2 unique links.
- A list of all email addresses that need to receive the email proof and deployed/final email

### CODING RESTRICTIONS

- All text files should be delivered in plain text (.txt) format.
- Hyperlinks / 'a href's' not permitted.

### RECOMMENDATIONS:

We recommend creating the text version in Notepad (on Windows' based machines), SimpleText (on Mac OS9), or TextEdit (on Mac OS10+).