

THIRD PARTY EMAIL SPECIFICATIONS

» COPY SPECIFICATIONS FOR DEPLOYMENT ON NATURE, BMC AND DENTISTRY LISTS

Please ensure you read our Technical Specifications carefully before submitting your HTML copy. It is crucial that these guidelines are followed so your campaign is deployed on the scheduled date. Campaign deployment is subject to delay if copy does not adhere to our specifications.

» DEADLINES & PREREQUISITES

All materials must be submitted a minimum of 5 business days before the scheduled send date. If materials are received after this deadline, we cannot guarantee the email will deploy on the scheduled day.

Please ensure you specify a subject line and a suppression list (if applicable) when submitting the HTML Copy. Emails must be designed to render correctly across all devices - Desktop, Mobile and Tablet. Contact your account manager if you would like further details about our in-house responsive email design build service.

» HTML SPECIFICATIONS

We use SAP Hybris as our proprietary Email Service Provider (ESP) for deploying campaigns.

All emails must be designed taking into account these considerations:

HTML5	All emails must be coded in HTML5. Copy not built in this way will have code automatically adapted by the ESP resulting in visible changes to the original design.
DIMENSIONS & FILE SIZE	Max 600 pixels width, must be centre aligned. Max 1750 pixels height. Max file size 100kb.
CSS	USE INLINE CSS ONLY. DO NOT link e.g. <code><link rel="stylesheet" type="text/css" href="styles.css"></code> . DO NOT USE JAVASCRIPT.
ENCODING	Files must be saved with UTF-8 encoding to avoid special characters or accents causing display or upload errors. To encode the file in UTF-8, set the meta tag in the header of the HTML source code, i.e. <code><meta charset="UTF-8" http-equiv="Content-Type"></code> . For details go to www.w3.org .
IMAGES	Images must be publicly hosted in order for them to correctly display. Include the full link when referencing them in the code. DO NOT use background images. Only use JPEG, PNG and GIF (static images only). Emails must not be built entirely of images. Blocked images can result in emails that do not communicate anything or even appear to be broken - if you don't have any ALT text set up for your imagery, the email simply appears blank.
DESIGN EDITOR	Ensure the editor used is appropriate for the HTML you want to create, avoid editors which do not fully support the HTML5 language. Suitable editors: Dreamweaver, Sublime Text Editor v3 or Notepad ++. DO NOT use Microsoft Word.
TRACKING	Do not use website coding and tracking. Our ESP does not support website and data tracking codes.

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<p>TAGS</p>	<p>The following tags are NOT supported in HTML5:</p> <ul style="list-style-type: none"> <acronym> <applet> <basefont> <big> <center> <dir> <figure> <frame> <frameset> <imageobject> <isindex> <map> <mediaobject> <noframes> <noscript> <s> <script> <strike> <tt> <u>
<p>WORDS IN HTML TAGS</p>	<p>DO NOT include the following words anywhere in the HTML tags as they do not conform to current deliverability standards and will result in the creative being rejected by our ESP:</p> <ul style="list-style-type: none"> Alert Behavior Binding Data-* (e.g. data-title, data-eewidth, data-dmtmp, data-background-width, data-widget-type, data-viewasweb) Document Eval Expression Function Import Java Property Role Script Sizes Srcset URL Window
<p>RICH MEDIA</p>	<p>Our ESP DOES NOT support rich media, please ensure that no rich media code is included in the HTML.</p>

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» EMAIL DESIGN & HTML CODING BEST PRACTICE

- Use nested tables and advanced formatting such as colspan and rowspan for consistent email layout. Avoid floats (`<div>`) or paragraphs (`<p>`). Email clients like Outlook do not support emails which are not laid out in a table.
- Ensure the container table width is 100% and define widths at a cell, not a table level
- Remove redundant empty spaces between and within tags
- Use web-safe fonts as much as possible as this is the surest way to ensure font consistency across email clients
- In HTML5 font styles need to be defined inline in the nearest `<td>`, `<a>` or `` tag and included in every tag containing text to avoid defaulting to browser settings.
 - Font size needs to be defined in pixels. e.g. `<td style="font-family: arial; font-size: 14px">`
- Ensure code is responsive so that both mobile and desktop users can view the email.