

CUSTOM HTML E-BLAST

MESSAGE SUBJECT

- Please use a subject line with no more than 70 characters. Most successful subject lines are between 30 - 50 characters
- Don't use special characters (for example ½, Ñ, ö, &, <, >)
- Don't write the subject line with ALL CAPS

MESSAGE BODY

- Use HTML code without separate JavaScript, ActiveX or Flash. We only accept HTML files.
- The size should not exceed 60 kb, including images
- Make sure all links are valid, links need to be absolute (contain the full URL to file location)
- The design should be based on a width of 600px.
- Make sure to include your contact information (phone number and email, address optional)
- Place images in tables, don't use background images or layer images

GEOMARES WILL

- Edit your HTML file to include information adherent to CAN-SPAM guidelines, including unsubscribe instructions.
- Include a 'Click here' link to a web view.
- Add 'brought to you by [name publication]..' in the header to clarify that Geomares Publishing is the source of the mailing.

ADDITIONAL GUIDELINES

Our additional guidelines represent best practises that have proven to result in email messages that are effective.

MESSAGE STRUCTURE AND HTML CODE

- Keep the HTML code as simple as possible
- Images should be JPG, PNG or GIF (don't use animated GIFs as they will not be displayed animated in popular versions of Outlook)
- We strongly advise not to use content that consist of one complete image with one main link

GENERAL RECOMMENDATIONS

- Content top-left typically attracts the most attention
- Include a compelling call-to-action in the first half of the HTML, the readers attention is highest in the beginning of the message
- Make sure to include a click-through behind images and illustrations
- Don't display URLs completely (example: <https://www.geomares.nl/>) but use hyperlinks (example: [visit our website](#))
- Alternate with the use of text and images/illustrations to keep readers interested and create a higher call-to-action
- Always test your mailing, both on Web-based clients (Hotmail, Gmail) and desktop-based ones (Outlook, Thunderbird)

TIP!

Create a free MailChimp account! With MailChimp you are able to create a simple and clean email without having knowledge of HTML and code. With a simple click of a button a HTML file can be downloaded (how to [create an email/template](#), how to [export a template](#)).