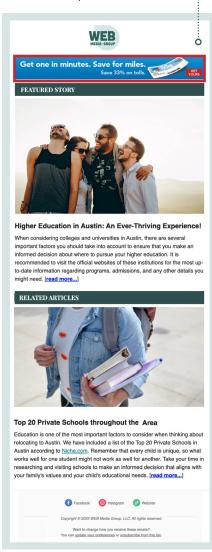# eBlast & eNewsletter Specs

- Static images only *(gif, png jpg)*

- Flash, Rich Media, Image Maps, and Javascript are NOT available in e-mail products.

- No background images, as they will likely be blocked by newer e-mail readers.

- All e-mail HTML must be table-based layouts, centered 600-800 pixels wide.

- 100K maximum file size (includes all images and html files)

- Full image paths in the code must be used (ex: http://www.domain.com/images/graphic1. jpg).

- All CSS must be inline styles, no embedded or external linked style sheets, no CSS for positioning, and no CSS layers.

- A subject line that meets our approval must be provided and be no more than 100 characters including spaces Should be short, but more than one word, and NOT in ALL CAPS.

- If WEB Media Group uses our system to deliver an e-mail on behalf of a third party, the opt-out, subscription, and physical address location in the e-mail has to reflect the systems and location of WEB Media Group, not that of the third party. The From line will read: From [Publication Title] on behalf of [Advertiser Name].

- Clients should provide detailing linking instructions.

- Text should not include words that will trigger a spam warning (i.e. words like FREE, GREAT OFFER, and the use of exclamation marks).
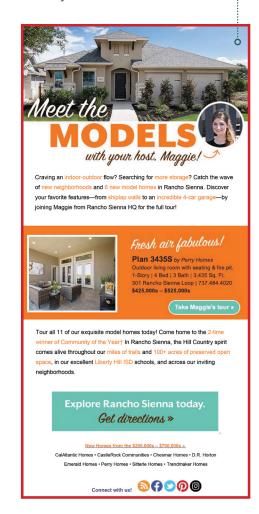
eNewsletter Sponsor

- 728 x 90 pixels banner

Branded eBlast

- 800 x 400 pixels static image

- messaging / text including hyperlinks, social media, etc

- any branding colors, logos, additional images, links or messaging to appear in the body of the eBlast

Please submit materials through the **Client Portal** *or* directly to your **Account Executive**.

- A test email / proof will be sent for client approval prior to sending eBlasts

- Materials must be submitted a minimum of 10 business days prior to requested send date.