

Email Specifications

LET US DELIVER YOUR FLYER

We accept HTML, PDF's, jpg's, gif's or png's. We prefer HTML.

Best Practices for Email Designs to assure that your HTML email renders consistently across the most widely used email programs, follow these rules:

- ➔ Use HTML Tables for Layout
- ➔ Don't use background images
- ➔ Use absolute URL references to web-hosted images.
- ➔ Use alt, height and width attributes for images.
- ➔ Use font tags and inline CSS formatting
- ➔ Do not use CSS external pages or write CSS rules in the Head.
- ➔ Don't use javascript

If you send us a format other than HTML you can link the flyer to one website or one email address. You will need to let us know that link so we can embed it into the art.

Size is up to you. We size our designs to 612-650 pixels wide by any length you desire (for best results, emails should not be too long and if possible, should all fit in the browser window)

Things to remember when sending us your flyer:

- we need a from address
(not an website or email address, but a company or person name)
- we need a subject line
- we need to know when to "blast" it
- we need to know who else should be added to the "seed" list
(others in your company that should get a copy)
- we need to know where to send it
- we need to know which audience(s) to send it to

Send your flyer and information to: Randy@RegisterMarketing.com

