EHMEDIA

Email List Rental Guidelines

Thank you for working with EH and choosing to market your message to our audiences. In order to send your HTML email to our lists, you'll need to follow the steps listed below and plan on trying to implement as many of the design guidelines as possible.

About email list rental
- EH Media has final approval on all messaging and reserves the right to refuse rental.

- All replies come back to EH Publishing. For Can Spam reasons the "reply to" email is an EH Publishing address.

- The "From" name will be the name of the company who is sending out the message.

- All images must be hosted by the client and be a fixed url in the html (relative images will result in broke images).

- HTML is need 48 hours prior to deployment so we can test the email and get your approval to deploy. We will not deploy until we have client approval.

- All email list rentals are deployed by EH Publishing. Email lists will not be sent to client or bonded mail houses.

- Please remove all unsubscribe links as EH Publishing will handle all unsubscribes from our lists.
- Please be advised we do not make changes to your code. Any errors in code are the client's responsibility.

- Once the client has approved the final email before deployment, any errors, incorrect rendering or other issues, after deployment are the responsibilities of the client.

- In accordance with CAN-SPAM legislation, marketers cannot:
    - Use a false or misleading 'from name'.
    - Use a subject line that masks the purpose of the email.

Materials needed 48 hours in advance:
- Subject line

- HTML and text message

- From name – i.e. company name as you would like it to appear in the "from" line. All emails will come "from" the company renting the list not from our brand.

- Test and seed lists.

- If needed we can add your suppression list – please advise the quantity on list.

Requirements:
- All HTML and graphics must be created by client. Please be advised we do not make changes to your code. Any errors in code are the client's responsibility.
- Graphics must be hosted by client and publicly available at a "static" web address – address must not change.

- All graphics and links within the HTML message must use ABSOLUTE paths – no relative paths for links or images.

- Once the test email has been sent to the client for approval, if there are any problems relating to the display of the message, it will be the responsibility of the client to make any changes to the HTML code to ensure proper delivery.

Hints / Tips
- Different mail clients (Outlook, Hotmail, AOL, Yahoo Mail, Gmail…) behave differently. We do have software that can show us how HTML renders in various clients if we run into issues during testing.

- Some HTML editors (Frontpage, export from Quark…) can insert code that will NOT work with email clients.

- Avoid spam filters by not including the following characters and terms (this is just a sample list and not all inclusive): RE: , FW: , Text in all caps, Free, Hello, Exclamation points, Special Offer

Validate HTML Content and Avoid Using Scripts - An estimated 9 out of 10 HTML emails are not W3C HTML compliant, which can cause rendering as well as delivery issues, particularly at MSN and Hotmail. Use the HTML validator in your email application or third-party validator such as The W3C Markup Validation Service http://validator.w3.org/.

Also avoid scripting -Security risks due to script vulnerabilities in email browsers have increased over the years. The result is most scripts, such as JavaScript and VBScript, are stripped out of messages. Some email systems reject messages outright if scripting is detected.

Dealing With Microsoft Smart Quotes -Disable the use of Smart Characters in your Microsoft Office Documents. In most versions it can be found under the Tools, Auto Correct, Auto Format as you type. Uncheck, "straight quotes" with "smart quote" and hyphens (--) with dash (——).

Secondly, it is always recommended that you "clean-up" your MS Word copy by pasting it into a non-Microsoft editor like Homesite, Dreamweaver, Notepad or similar program. This can help identify and aid the removal of any unnecessary characters.

Including CSS in your HTML Email - To date, the majority of email clients will support basic inline CSS. Be mindful that many web-supposed CSS properties aren't supported in email. CSS-based layouts are only successful in the most compliant of email clients. Your design will render more consistently when you use HTML tables for layout. ExactTarget recommends not using embedded or external styles for consistent displays across email clients.

In particular, Outlook 2007 doesn't support the float or position CSS properties. Many designers use these elements to control the layout and positioning of elements in their emails. Other problematic properties include margin, line-height, clear, and background-image. Avoid using these properties, or test thoroughly to ensure your email displays as intended.

The safest and most widely supported method of using CSS is to reference it within the actual HTML file itself. There are two methods of doing this:

Use inline style declarations (<td style=?border: 1px solid #000000;?>text</td>). The style tag starts where you declare the properties that the table cell will carry.

Declare the style in the head tag and then reference that style within the HTML code itself.

Requirements and Best practices for HTML-Based Emails - The following HTML email tips increase the likelihood of consistent formatting across the widest variety of email clients, including web-based email providers.

- Build your emails to display within a 600-pixel width. Many email clients can display text and images that are 600 pixels wide. Wider emails may be chopped off in some email client preview windows.
- Place a background color within a table. Several web-based email clients specify a background color on the web page containing the email the subscriber is viewing. As a result, background colors specified in the body tag of an email may be ignored.
- Test the look of your email. Test the look of your email against Microsoft Outlook, Outlook Express, Hotmail, Yahoo!, MSN, Eudora, Lotus Notes, and AOL, in both a Windows and a Macintosh environment. This testing is necessary to ensure that your email displays correctly on the broadest set of email clients.
- Use center tags. Center tags help ensure that your emails display consistently across web-based email clients.
- Reduce the use of non-standard languages. Many email clients are not able to correctly render Microsoft's Rich Text Format (RTF), because the subscriber's email client requires Microsoft software to correctly interpret it. Look for (MSO) tags in the body of your HTML to identify Microsoft RTF.
- Avoid the use of XML in your email. Many email clients are not able to identify and either ignore or correctly render XML.