

Eblast Technical Specs:

Clients must supply a Subject Line and compliant HTML file for each eBlast mailing submitted to HMP. Complaint eblast materials must additionally conform to the following eblast guidelines and remain subject to HMP approval.

EBlast Materials:

- Eblast may only contain HTML, text, JPG or GIF images. (Flash, Rich Media, Image Maps, Animated GIFs/Banners and Javascript are NOT available in e-mail products).
- Table-based HTML layouts are strongly recommended and must be a centered 600-650 pixel-wide at up to 100K maximum file size including all images and the HTML file.
- Each HTML file shall also contain fully qualified web links with PDF, Word Document or other non-traditional "web page" links clearly identified.
- All file CSS must also be "inline" with no embedded styles sheets, external linked style sheets, CSS for positioning, or CSS layers. Use of the background image attribute is additionally not permitted
- Subject lines are subject to approval and must be no more 150 characters and may not contain all capital letters, only one word, SPAM trigger words or characters requiring encoding.
- It is also strongly recommended that clients include in all eBlast a call to action above the first 400 pixels (height) of the e-mail which also relates to the subject line of the E-Blast.

A note about non-HTML provided E-Blast materials:

Eblast provided as .psd, .pdf, or other image only types are not recommended and should be converted to HTML for optimum results. However, eBlast made entirely of linked image(s) which HMP is required to send must also include a full text version file of all text contained within the image files provided. One (1) linked image eBlasts are not permitted or deliverable in most circumstances.

A note about opt-out language:

If HMP Communications uses our system to deliver an email on behalf of a third party, then the opt out, subscription, and physical address location in the email has to reflect the systems and location of HMP Communications — not that of the third party.

Information collected:

In order to be CAN SPAM compliant and in line with industry e-mail best practices, HMP Communications does not provide e-mail addresses of our subscriber base directly to third parties, unless the means to do so is an explicit opt-in to share that information with a specific third party, such as during Webcast registration, lead generation services, sweepstakes or other mechanisms where a user or subscriber gives clear affirmative consent to share their information with a third-party. We do provide advertisers with click-thru, open rate and demographic overview information for our e-mail products.

Enewsletter Mailings and Ad Sizes:

- Static image ENewsletter ads may only be .jpg, .gif, .png, or .psd file types. Each file shall be supplied at 72 dpi in the exact pixel banner ad dimensions required and not exceed a file size of 65kb.
- Client shall additionally provide a fully qualified URL link for each ENewsletter ad submitted.

Enewsletter Ad Space Sizes:

728px x 90px (width x height) @ 72 dpi
300px x 250px (width x height) @ 72 dpi
300px x 100px (width x height) @ 72 dpi
300px x 100px (width x height) @ 72 dpi
300px x 100px (width x height) @ 72 dpi