

HTML EMAIL SHOT TECHNICAL GUIDELINES AND REQUIREMENTS

Thank you for booking an email shot with The Negotiator. These guidelines and terms are part of our Advertising Terms & Conditions and form part of our contract with you. Our Advertising terms and conditions can be found by clicking [here](#).

Please share this information with your designer. If you have any questions, please ask your Account Manager with whom you booked the email shot and they will liaise with our technical team.

Failure to follow these guidelines could result in the email not being visible in a recipient's email reader, or not appearing as you intended.

FROM FIELD

Your email-shot is being sent by The Negotiator and your email arrives in the recipient's inbox 'From' field as The Negotiator.

An introductory line is included, by us, in the header of your email to the effect that the email content is from a company introduced by The Negotiator.

Unsubscribe links and View In Browser links are supplied by The Negotiator. If your HTML contains these, please remove them before supplying.

SUBJECT FIELD

Please supply us with your preferred wording for the *Subject* line of the email. It should be a maximum of 80 characters, with the most important part of the message contained in the first seven words.

As the email is being sent by The Negotiator, the wording of the *Subject* line requires our approval. We may make suggestions for amendments to it, to ensure it is appropriate and in keeping with our general standards and style and to optimise the email for receipt. Some words or phrases trigger spam filters.

We reserve the right to refuse copy or *Subject* line if we deem it unsuitable or inappropriate. If you would like guidance in wording your *Subject* line, please let our team know.

UNSUBSCRIBE LINKS, PREFERENCES AND SENDER INFORMATION

As the emailshot is being sent to The Negotiator database, please do not include any Unsubscribe or preferences links or information in your HTML. The Negotiator will add this in to the email, at the top of the email, to introduce you as a trusted supplier and at the foot of the email, where we will add in our own Unsubscribe/preferences links and information.

SUPPLY OF THE HTML FILE

Unless we are providing full creative services, do not supply any images, links or tags or other elements to be added or linked to the file. It should be complete and with self-hosted images. Your HTML file should be put through a Litmus test <https://litmus.com/> (or similar) to ensure deliverability and correct display, before submitting it to us.

Please do not ask us to make amendments to the html file; refer this back to your own creative services provider. If for any reason this is not possible, we can help, but this will be a chargeable extra.

Your emailshot HTML file and *Subject* line should be supplied five working days before the scheduled send of the emailshot.

PROOFING

We will send you a test at least three working days before the scheduled send slot.

When you receive your test, please check all the links work and that it appears as you expect it to.

Note that our schedule is busy and we may not be able to reschedule your emailshot for several days or even weeks, if you supply copy late or you do not approve the emailshot test for publication in time.

When you make the booking, advise your Account Manager of the email addresses of the approvers.

We require approval of copy two working days before the scheduled send. If we do not receive approval for any reason the email will be rescheduled by us. If it is not possible or appropriate to reschedule, you will remain liable for the contract price of the emailshot, as booked.

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REPORTING

We will provide a report after five days, which will show the Open rate and Click through rate.

CONTACT

Please direct all enquiries through your Account Manager.

For urgent contact, call 0844 745 3100 or email production@thenegotiator.co.uk.

HTML FILE TECHNICAL SPECIFICATIONS

Format: HTML.

Maximum file size: 200kb.

Maximum width: 620px.

Recommended height: 620px-1200px.

Use In-line CSS only.

Content should be centred using table layouts.

All content must reside between `<body>` and `</body/>` tags (some email clients will purge anything outside these tags).

All images must be remotely hosted and the URL links in the HTML must point towards them.

Image formats: GIF or JPEG only.

All graphics must be 72dpi.

Google font codes – please use the @Import style, rather than the Standard style, as per the example (Barlow font) below:

Standard –

```
<link href="https://fonts.googleapis.com/css?family=Barlow+Condensed|Slabo+27px" rel="stylesheet">
```

@Import –

```
<style>@import url('https://fonts.googleapis.com/css?family=Barlow+Condensed|Slabo+27px');</style>
```

NOT ALLOWED

Background images.

Nested background colours.

Flash or other plug-ins.

Javascript.

Animated GIF.

The following tags: `<object>`, `<embed>`, `<form>`, `<style>`, `<script>`.

CSS floats, CSS positioning.

DESIGN RECOMMENDATIONS

If your template has this code: `<title>*[MC:SUBJECT]*</title>` in the header between the `<title>` tags, be aware that it can display in some email clients, especially on mobile. So consider adding an appropriate short title to preface your email.

Define your *alt* attribute for all images– be aware these are visible and legible before images download in the recipient's email client, so give them thought, as they help to make sense of the message, in the absence of the images.

Use text rather than an image for your tagline or important message. The email should make sense and convey the message even without the image, as some email clients block images. Include the most important message in the top of the email. Avoid thick borders, spam filter-sensitive words and large fonts.

UNDERSTANDING VARIANCES IN EMAIL APPEARANCE

Most emails we send out will appear as you intended. However, what appears fine in one email client doesn't always look the same in another. Outlook can be particularly problematic. Creating an HTML email that will display perfectly in every email client app can be a challenge. The guidelines above will help achieve the best result in deliverability and readability of your email.

You should Litmus test <https://litmus.com/> the HTML file for deliverability and display before submitting your HTML file to us.

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