



Email Blast Specifications

Materials Required: HTML file, plain text file, subject line

HTML

- Creative materials must be no wider than 700 pixels (height does not matter). It is recommended to design at a width of 700px to align properly with our heading and footer language. We recommend your HTML file be around 30k with a maximum of 40k. Your file must include text, it cannot be comprised of only images.
- All images used within the HTML must be hosted by the advertiser; images cannot be hosted by MM&M. The images within the HTML must have complete URLs for any links to your site that are in the mailing. See below for further clarification:
 - ``
Becomes
``
- We do not modify submitted HTML code or check links.
- We include an opt-out link for recipients to remove their email address
- Tips on designing HTML for email
 - Use HTML tables to control the design layout
 - If using CSS, use inline CSS to control the presentation elements with your email
 - Remove HTML and body tags before submitting file
 - Body background = white

Plain Text

An accompanying plain text version for non-HTML subscribers must also be included.

Subject Line

A subject line must be provided to insert in the email. Subject line recommended length is 50 characters with spaces.

Please send all materials to Jeniffer Amparo – jeniffer.amparo@haymarketmedia.com