

eDIRECT (CUSTOM THIRD-PARTY) > SPECIFICATIONS

CREATIVE

- Dimensions should reflect a width of no more than 640 pixels to ensure design meets industry standards, does not get cropped in preview panes and eliminates the need for horizontal scrolling
- Hyperlinks that are targeted from image or text content should be supplied
- Text content within the creative should be supplied in a Word document or text file
- Featured content and navigation should also appear “Above-the-Fold”. The average measurement for this area is 420 pixels in height.
- Images may be hosted by you or us.
- Please provide documents referenced in HTML such as PDFs or landing pages
- Subscriber management e.g. opt-out, share with a friend, etc. are handled by our proprietary deployment software and should be omitted
- Broadcast emails may not contain attachments.

DEPLOYMENT

For each third party eDirect, there needs to be accompanying information to successfully deploy the email.

- Subject line - Maximum of 50 characters in plain text.
- Projected date and time to deploy
- Publication name on behalf of Advertiser and email address to send from third party eDirects are sent from businessmedia@newcom.ca and can be sent from an industry related publication
- Distribution list to target Industry or demographic specific
- Test list - Email addresses of account managers, company personnel, advertiser personnel, editors, etc. that need to receive and/or approve the eDirect before send out
- Final transmission seed list - Email addresses of account managers, company personnel, advertiser personnel, editors, etc. that need to receive the final eDirect deployment
- Suppression file (if available) *.txt, *.csv, or Excel file of email addresses that have opted-out of email communications from the advertiser. We are required to ask for this list in order to be in compliance with Canada’s anti-spam legislation (CASL).
- Text version (Optional) - A separate text version can be provided for users who choose to only accept plain text emails.

*All of the above items should be submitted on the material due date. Missing items will delay deployment.

* Requested deployment dates may vary if there are publication conflicts; aside from daily e-newsletters, we try to avoid sending 2 eDirects from the same publication on the same day

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HTML BEST PRACTICES & GUIDELINES

- Use HTML software such as Adobe Dreamweaver or Muse to create the HTML. Do not use MS Word, MS Publisher, or other graphics/desktop publishing software
- Keep coding as simple as possible. HTML coded for a website won't necessarily work for an email. Creative can be coded using colspans, but we recommend using a stacked table structure since it is more stable across all email clients.
- To ensure paragraph spacing renders more consistently across ISP's please style tags accordingly.
- Do not use CSS for layout (e.g. using <div> tags). We recommend using inline styles to format text or regular HTML font formatting for guaranteed universal acceptance.
- Do not use Java, JavaScript, frames, submission forms, layers, ActiveX or rich media (i.e. Flash, animation) within an eDirect. These cause delivery issues which can affect the campaign responses and can prevent the eDirect from rendering correctly in most email clients.
- Images referenced in HTML are of JPG, PNG or GIF format and supplied. Background images and image maps should be avoided as they are not supported across all email clients. Use ALT tags in the HTML code for each image used in the HTML design.
- Hyperlink tracking embedded within a (third party) eDirect doesn't comply with our policy. Link metrics and reporting can be supplied.
- Do not use comments in the HTML code of your email as they can potentially flag spam triggers.
- Use fonts that are universal on the Internet such as Arial, Verdana, Tahoma, or Times New Roman. Any other fonts will resort to a default font if the recipient doesn't have it installed on their computer.
- Please ensure the font attribute is included in all content (<p>) tags. Some email clients "strips" the text of the intended font without it.
- French characters must be hard-coded.
- Do not use Microsoft Word's 'Save as HTML' feature. Files converted using Word has proprietary code that can alter many third party email clients. We cannot accept code that has been created in this manner.
- Do not use a third party email vendor's software to create your HTML file (e.g. Constant Contact, MailChimp, Campaigner, CheetahMail, etc.). Again, proprietary code/tracking can alter the look and function of your eDirect. We cannot accept code that has been created in this manner.
- Minimize the number of fonts, sizes, and colors used in the design for easy flow and professional look.
- When possible, avoid using white (#FFFFFF) text. Spammers sometimes use white text on white backgrounds to prevent visibility of some text, so Spam filters may flag usage of white text.
- Keep the length of the eDirect short, concise, and about one-page maximum in length. Further details of a message should be left on a hyperlinked web page.

If you cannot provide HTML according to the specifications above, we would prefer that the layout of your email is done in a text or image processor such as Microsoft Word or Photoshop, so that we can produce the HTML markup for you. A fee of \$175 including up to 3 hours of development time will be applied to facilitate your eDirect. If additional time is required, it will be billed on a time and materials basis at \$80/hr.

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MICROSOFT WORD

- If you are unable to supply the creative in HTML format, you can send your copy in a Word document.
- Use Word's formatting tools to show how you would like the text formatted
- Embed the images in the Word document to show layout, etc.
- Please also provide any images used as separate attachments.
- Please include all hyperlinks within the Word document
- We will produce the HTML and format to match your document as closely as possible.

FOR MORE INFORMATION CONTACT:

Production Manager

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