

GUIDELINES

Please provide copy as a HTML file - it should consist of both images and text

- HTML code must be supplied in a <table> tag structure of no more than 600 pixels wide
- CSS / stylesheets must not be used to format emails or to create responsive design (mobile optimisation). All formatting must be created as inline HTML within the table itself. Any CSS written outside of the 600px table will be removed and may affect your design
- All images need to be in a GIF or JPEG format only (file size for images must not total more than 250KB – we cannot accept files saved as png, tiff etc)
- All graphics should be hosted on a live server and referenced as absolute URLs within the creative
- Please ensure the server hosting the images has sufficient bandwidth to cope with high volumes of traffic on the day of send
- Ensure your call to action is well placed, ideally above the fold and utilised in a way that it follows on from other copy in a coherent and logical manner
- Do not use <body>, <p>, <p style> or <div> tags as these are removed by some email service providers
- Animated gifs do not display correctly in Outlook 2007
- Do not use background images <bg> as these are removed by most email service providers
- Flash and Rich Media files cannot be used in emails
- Do not include your own unsubscribe links
- Do not use unique / custom design fonts. Ensure web-friendly fonts, hyperlink text, colours and sizes are consistent throughout the message
- Please avoid including telephone numbers where possible and note that we are unable to track email address clickthroughs

PLEASE ALSO SUPPLY

- An alternative text version (plain text)
- A subject header for the email
- An approver's email address(es). A proof email will be sent to you to check the set up of the campaign

PLEASE NOTE THAT YOUR CREATIVE CANNOT BE ACCEPTED IF

- The copy consists of one large graphic, or copy made entirely of images, due to image blockers / spam filters
- .html is designed to include Cascade Style Sheetting (CSS), or JavaScript
- .html is designed in a word processing package (e.g. Word for Windows, FrontPage) or InDesign
- The copy is supplied as a PDF
- The .html has been sent out or built via any bulk email system (e.g. Dotmailer, Mailchimp etc)

DEADLINES

- Creative needs to be sent through to averil.dourado@rbi.co.uk FIVE WORKING DAYS PRIOR to the agreed delivery date
- For all digital production queries, please contact Averil Dourado: 020 7911 1731 / averil.dourado@rbi.co.uk

Solus advertising is available on the following email products: **EG Updates, EG Requirements, EG Developments Update**