

## CUSTOM HTML E-BLAST

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### MESSAGE SUBJECT

- Please use a subject line with no more than 70 characters. Most successful subject lines are between 30 - 50 characters
- Don't use special characters (for example ½, Ñ, ö, &, <, >)
- Don't write the subject line with ALL CAPS

### MESSAGE BODY

- Use HTML code without separate JavaScript, ActiveX or Flash. We only accept HTML files.
- The size should not exceed 60 kb, including images
- Make sure all links are valid, links need to be absolute (contain the full URL to file location)
- The design should be based on a width of 600px.
- Make sure to include your contact information (phone number and email, address optional)
- Place images in tables, don't use background images or layer images
- GEOMARES WILL
- Edit your HTML file to include information adherent to CAN-SPAM guidelines, including unsubscribe instructions.
- Include a 'Click here' link to a web view.
- Add 'brought to you by [name publication]..'in the header to clarify that Geomares Publishing is the source of the mailing.

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## ADDITIONAL GUIDELINES

Our additional guidelines represent best practices that have proven to result in email messages that are effective.

### MESSAGE STRUCTURE AND HTML CODE

- Keep the HTML code as simple as possible
- Images should be JPG, PNG or GIF (don't use animated GIFs as they will not be displayed animated in popular versions of Outlook)
- We strongly advise not to use content that consist of one complete image with one main link

### GENERAL RECOMMENDATIONS

- Content top-left typically attracts the most attention
- Include a compelling call-to-action in the first half of the HTML, the readers attention is highest in the beginning of the message
- Make sure to include a click-through behind images and illustrations
- Don't display URLs completely (example: <https://www.geomares.nl/>) but use hyperlinks (example: visit our website)
- Alternate with the use of text and images/illustrations to keep readers interested and create a higher call-to-action
- Always test your mailing, both on Web-based clients (Hotmail, Gmail) and desktop-based ones (Outlook, Thunderbird)

### TIP!

Create a free MailChimp account! With MailChimp you are able to create a simple and clean email without having knowledge of HTML and code. With a simple click of a button a HTML file can be downloaded (how to create an email/template, how to export a template)