

Acceptable File Formats

- **Submit strict HTML coding with NO CSS (cascading style sheets)** When using a style, you must use **INLINE STYLES** only. You may not use internal or external style sheets. http://www.w3schools.com/css/css_howto.asp
- Keep Custom E-Mail at a fixed width of 600 pixels.
- Image files for photos must be attached separately and .jpg, .gif and .eps files are preferred. Images must be at least 72 dpi in resolution.
- **Include a subject line — 50 characters or fewer.**

Have Athletic Business Design Your Custom E-Mail

Please submit materials no later than **five business days** prior to scheduled send date. Submit up to 250 words of copy and one or two images. Provide a text file, including the Custom E-Mail copy as well as a text file with layout instructions. Or supply a PDF of the Custom E-Mail layout to be re-created. Text will be copied and pasted exactly how it is received. Also provide preview text for your e-mail. This is a short sentence at the very top of the e-mail that serves as an extension of the subject line when viewed in the preview pane of an e-mail browser. **Don't forget your subject line** - 50 characters or fewer.

Text-to-Image Ratio

Don't rely solely on graphics to get your message across; some e-mail clients automatically disable images. Note that the text-to-image ratio should be 75% copy to 25% graphics.

URL/E-mail Links

Include a full list of URLs and e-mail addresses for all links.

SPAM Flagging

Avoid spam trigger words to prevent your e-mail from being tagged as spam by your customer's e-mail server.

Lead Times

All materials must be **submitted five business days** prior to scheduled e-mail send date. Late materials may result in a postponed send date.

Proofing Process

A proof will be sent to you from this address: athleticbusiness@athleticbusiness.com

While we do our best to provide you with an error-free proof, please review your Custom E-Mail carefully. Please verify phone numbers, links, e-mail addresses and other information.

Technical Questions?

Contact Marjorie Schultz | Digital Production Manager
(800) 722-8764, ext. 123 | marj@athleticbusiness.com



**THANK YOU
FOR YOUR BUSINESS!**

Schedule Your Custom E-Mail TODAY!

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