

# eMAX – TARGETED DEDICATED EMAIL

When submitting the HTML, please follow the design guidelines below.

If you need additional design and coding assistance reference the [templates here](#).

## Design Guidelines:

- Client will provide creative in HTML with accompanying folder hosting all raw images linked in a ZIP file.
- Messages should be kept to a maximum width of 600 pixels.
- Images should account for about 25% of your creative. Make sure all “ALT” tags are populated and that images are optimized for the smallest file size possible.
- Do not use JavaScript, Flash or animated GIFs as these are unsupported in most email providers.
- All creatives will run through SPAM checkers to ensure that no trigger words or phrases are listed, and coding is properly formatted.
- Once approved, MediaMax will send a “test” email to test functionality (design revisions are not permitted at this time).

## Client to Provide:

- Seed list (recipients for testing and deployment)
- Subject Line (*Feel free to use [Sendcheckit.com](#) to check if your subject line is strong and engaging*)
- From Line

## File Type:

HTML

**\*\*Assets are due two weeks prior to deployment**

*In cases where the email test is deployed to a seed list with an Outlook email handle, please note that Outlook does not support max-width. Changing the max-width and min-width to 100% solves this problem*

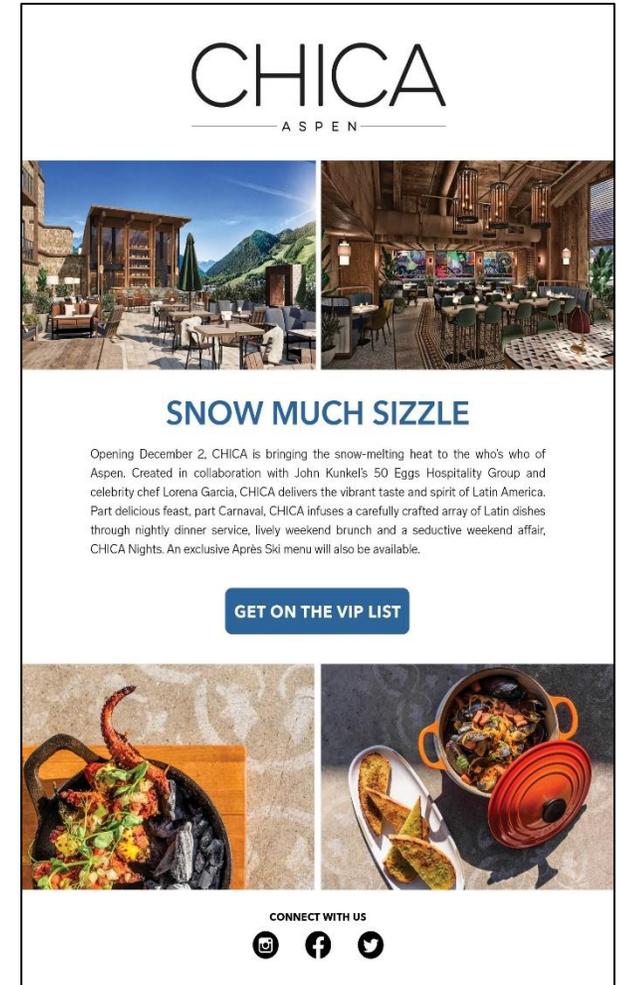
- Email will be deployed on the agreed-upon date and time after the test has been approved.

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## TEMPLATE #1

### Client to Provide

1. Title (a catchy line)
2. 4x Images & 1x Logo (at least 300dpi)
  - Client to confirm placement of each image per the template
3. Copy
  - Keep a good balance of images vs. text. The minimum ratio is 70% images to 30% text
4. Call to action & Website/Social landing page URL's
  - Client to provide placement directions for landing page
5. From line
6. Subject line (*Feel free to use [Sendcheckit.com](https://sendcheckit.com) to check if your subject line is strong and engaging*)
7. Physical mailing address for bottom footer
8. Seed list (recipients who will receive the test deployment)



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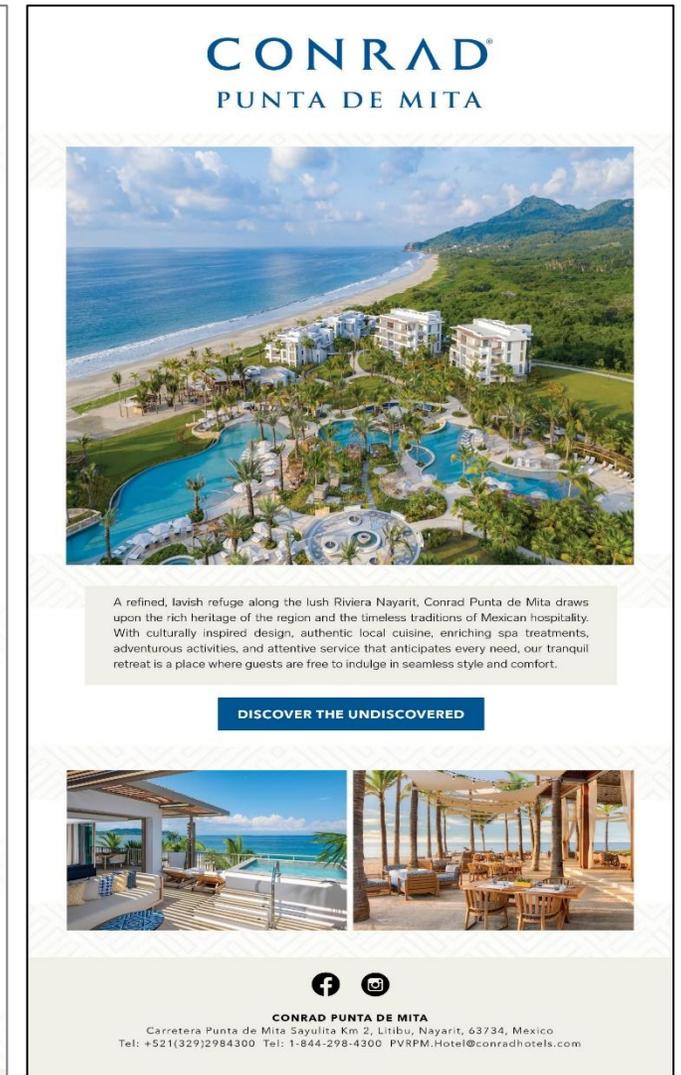
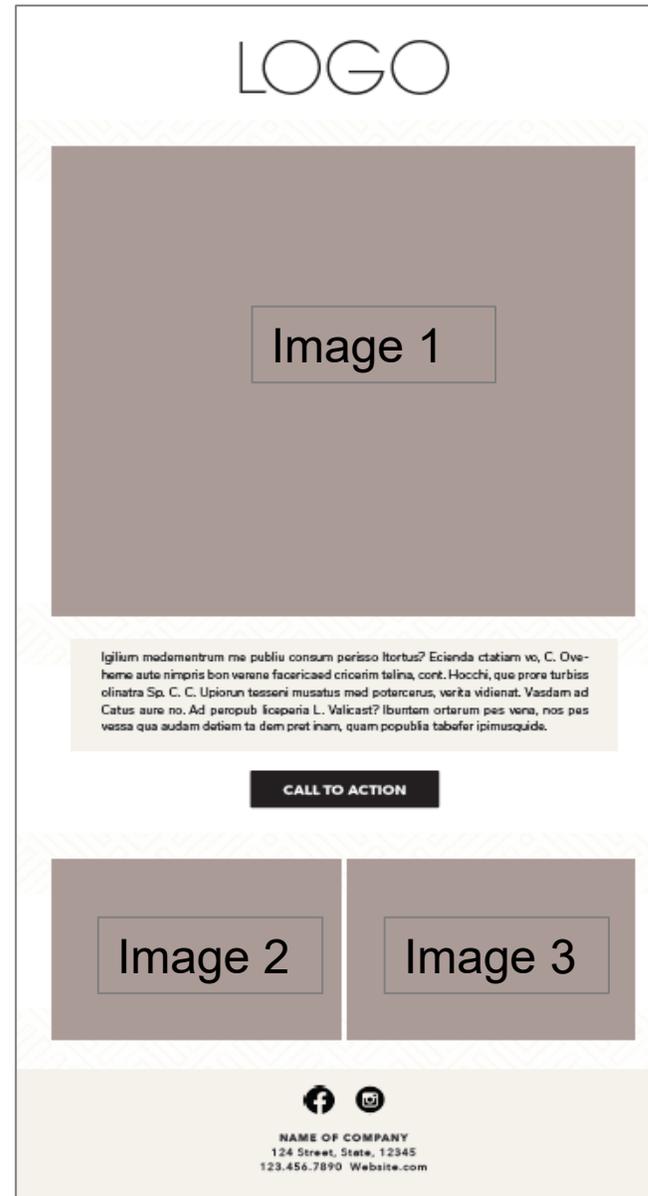
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## TEMPLATE #2

### Client to Provide

1. Title (a catchy line)
2. 3x Images & 1x Logo (at least 300dpi)
  - Client to confirm placement of each image per the template
3. Copy
  - Keep a good balance of images vs. text.
  - The minimum ratio is 70% images to 30% text
4. Call to action & Website/Social landing page URL's
  - Client to provide placement directions for landing page
5. From line
6. Subject line (Feel free to use [Sendcheckit.com](https://sendcheckit.com) to check if your subject line is strong and engaging)
7. Physical mailing address for bottom footer
8. Seed list (recipients who will receive the test deployment)

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## TEMPLATE #3

1. Client to Provide
2. Title (a catchy line)
3. 5x Images & 1x Logo (at least 300dpi)
  1. Client to confirm placement of each image per the template
4. Copy & Headlines
  1. Keep a good balance of images vs. text.
  2. The minimum ratio is 70% images to 30% text
5. Call to actions & Website/Social landing page URL's
  1. Client to provide placement directions for landing page
6. From line
7. Subject line (Feel free to use [Sendcheckit.com](http://Sendcheckit.com) to check if your subject line is strong and engaging)
8. Physical mailing address for bottom footer
9. Seed list (recipients who will receive the test deployment)

\*\* Assets are due two weeks prior to deployment

