

# WRBM HTML TEMPLATE

E-blast



WilliamReed.

All material must be sent in a .ZIP file.



### Content

Provide mailshot content in both html (index.html) and plain text format  
The maximum width should be 800 pixels



### Anti spam techniques

Do not use image only for your content. Anti spam filters need text to analyse your email.  
Subject line should be maximum of 45 characters. Do not include spam related elements such as &, !, ?, %, words in capital letters, repetition, or numbers.



### Quality techniques

Keep content concise, showcase your expertise and entice the reader in.  
All images contained within the mailshot (.GIF or .JPG only) and sent in their final size.  
Mobile friendly – over 40% of our readers open their emails on mobile devices.



### Click through techniques

The call to action should be near the top of the page and in text format rather than picture (in case the recipient cannot see images).  
All images should be clickable.



### Tracking techniques

If you want to track mailshot URLs in your own Web Analytics tool, please refer to this document.



### Submission deadline

A minimum of 5 business days before the start of the campaign.  
Please send the finalised material to [adops@wrbm.com](mailto:adops@wrbm.com).



**The University of Nottingham**  
UNITED KINGDOM • CHINA • MALAYSIA

**Are you maximising the flavour of your products?**  
Develop your team's flavour skills with funded training from flavour experts

### Food Flavour Training Course

#### University of Nottingham

Flavour is a vital, yet complicated, factor in successful food and drink innovation. Our three day course helps product developers, new scientists and experienced researchers understand the science, application and very latest research in flavour technology.

- Learn practical ways to generate, analyse, deliver and commercially exploit flavours
- Benefit from rigorous academic teaching, laboratory practicals and real industry case studies
- Meet industry and academic experts, and network with other delegates
- Full access to course materials for future reference
- 50% funding available for most UK industry delegates, through the [AgriFood Advanced Training Partnership](#)
- Ensuite accommodation available on campus

To apply online for the 2016 course (March 21-23), visit [www.nottingham.ac.uk/foodflavourtraining/course.asp](http://www.nottingham.ac.uk/foodflavourtraining/course.asp) or contact [prof.dr@nottingham.ac.uk](mailto:prof.dr@nottingham.ac.uk) (0115 951 6132).

# HTML Code Guidelines

Code must be W3C compliant. (for validity testing: <http://validator.w3.org/>).

The HTML code should be formatted as in this example:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
```

```
<head>
```

```
<meta http-equiv="content-type" content="text/html; charset=windows-1250">
```

```
<title>DON'T FORGET THE CONTENT OF YOUR MAILSHOT</title>
```

```
</head>
```

```
<body>
```

```
THE CONTENT OF YOUR MAILSHOT HERE
```

```
</body>
```

DO NOT USE background image tags.

Avoid using CSS tab. Instead, use a simple TABLE, e.g. <TABLE> <tr> <td>.

Tag parameters must be delimited by double quotes ("), as shown in the following example:

```
<table width="100%" cellspacing="0" cellpadding="0" align="right">
```

Each parameter must be separated by spaces, as in this example:

```
<a href="http://www.foodnavigator.com" target="_blank">
```

Each  tag must contain an alt="..." parameter.

Do not use https links as targets for your banners – only http links. All https links will be automatically redirected by our server.