# WRBM HTML TEMPLATE

E-blast

William Reed.

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.

# 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 <img src="…"> 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.