2014 Guidelines for Preparing An HTML Custom eBlast for
Hendon Business Media:

Spam Filters
There are various things that spam filters check to decide if the email is legitimate. Here are a few things we recommend to increase deliverability:

• Avoid using large images. Spam filters check the graphic to text area ratio. The text in an eBlast has to be HTML text (rather than embedded as part of a jpeg or gif).

• Avoid borders on tables.

• Avoid words like 'free' and 'promotion'. If you're concerned about promotional words in the body of your eBlast, run a spam test on it to see how it scores and what we might need to change.

Can An eBlast be Text Only...No Graphics?
Yes. If there isn't a need for images, text-only eBlasts can be used. The elimination of graphics can improve deliverability but balanced content (text and images) is also likely to not be filtered out. A few small graphics and/or a banner is now typical in most eBlasts. Remember to keep the graphic file size down for fast loading. NOTE: You can use graphics to deliver words like "free" and "promotion" to get around spam filters but keep in mind...more people are reading eBlast messages on iPhones, iPads and other mobile devices.

What File Formats Are Acceptable?
HTML files are now the only acceptable format for eBlasts at Hendon Media Group.
We do not host images (they need to be hosted on an independent site, in a dedicated space).

Make sure that you do not link images, locally, on your system (instead of a host site). If you do this, you will be able to see the images on your web browser but when you send the file to another person (to read) the images will appear to be blank.

Can I Design an eBlast in Publisher and Use the "Save as Web Page" option?
No. HTML files must be created using a professional web development tool (such as Dreamweaver or Frontpage) or written as hand coded HTML.

Publisher, Word, Powerpoint and other similar programs have a "save as web page" feature but this is misleading and does not create a suitable file to use.

What are the Dimensions of an eBlast?
There are no real size restrictions but as a guideline, we recommend a maximum of 600 pixels wide (any height is OK). That's the typical email browser default today. The most effective emails require minimal scrolling...so keeping the main content within the "Above the Fold" line works best.

Specifications:

• HTML files for eBlasts should be created using a professional web development tool (like Dreamweaver or Frontpage) with active links coded into the page (Powerpoint, Publisher files and Word documents are not accepted). Flash, Rich Media, Image Maps and Javsacript are not an option for eBlasts.

• Avoid using absolute paths to remote style sheets (Outlook 2007 does not render these properly).

• Submit both HTML and back-up text versions (include text that appears in graphics)

• Full image paths in the code must be used and images hosted on an independent server.

• Specify what you would like us to use in the Subject Line (we recommend a maximum of 6 words)

• 1-3 paragraphs of informational ad copy

• Detailed linking instructions (what words or images should be links...and what URL they should link to)

• Always keep in mind Web Accessibility for users with disabilities by embedding alt text for graphics, font size, readable color palettes etc.

• Always test your links, buttons etc. to make sure they function as expected

• Make sure there's an unsubscribe option/link (emails without this can get caught up in spam filters)