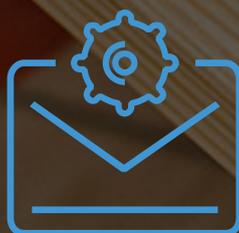


v.3 | 10.11.2015 r.

# MAILING

Technical specifications



# HTML MAILING

## INTRODUCTORY INFORMATION

1



### HTML MAILING INTRODUCTORY INFORMATION - P. 2



### ELEMENTS OF MAILING - P. 3-8

- layout - p. 3-4
- text - p. 5
- pictures - p. 6
- hyperlinks - sp 7
- miscellaneous - p. 8

GET  
THINGS  
DONE

# HTML MAILING

## INTRODUCTORY INFORMATION

2

All contents of mailing (HTML files, graphics, text elements) have to be submitted to LeadR as ready advertising materials, compliant with the following specifications.

Materials shall include an additional file containing data necessary for realization of the shipment:



**Sender**



**Return address**



**Topic**



**Footer**

HTML file shall be properly displayed in web browser as a website.

### REMEMBER !

- HTML code compliant with **W3C** standards.
- Name of the file containing HTML creative - **index.html**.
- Creative (HTML file and pictures) packed in **.zip archive**.

# LAYOUT

## ELEMENTS OF MAILING

3



The creative objects shall be designed using tables, lines and cells. Ad creatives for mailings shall be created without using **<div> </div> indicators.**



**Float, position** and **margin** attributes shall be replaced with proper coding including tables, lines and cells.



HTML template shall be encoded using **UTF-8 encoding.** The sample **<meta>** indicator that contains essential attributes and values, including UTF-8 coding, is as follows:

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8"/>
```



Tables shall have the following set of attributes:

```
<table border="0" cellpadding="0" cellspacing="0">
```



Creative object shall have defined width and length, without using values expressed in percentages. Template can be **600 px wide at maximum.**

# LAYOUT

## ELEMENTS OF MAILING

4



All styles should be included in inline styles – directly in indicators, for instance:

```
<table style="...">, <td style="...">, etc.
```

Styles in `<head></head>` section can be used only, when you want to add media queries service.



Empty `<td>` or `<br>` shall be coded preferably through blank.gif with **1px** width/height, for example:

```
<td width="20"></td>
```



Colors shall be coded with their **full names** `#xxxxxx`. #xxx shortcuts shall not be used.

CODE  
IS LIKE A  
POETRY

# TEXT

## ELEMENTS OF MAILING

---

5

Only safe fonts shall be used:

- Georgia, serif
- Times New Roman, Times, serif
- Arial, sans-serif
- Helvetica, sans-serif
- Tahoma, sans-serif
- Verdana, sans-serif

### REMEMBER!

- Text style shall be defined in the nearest `<td>` element and the text itself should be located between `<span></span>` indicators.
- `<p>` or `<h1>` indicators shall not be used.
- Color, size and type of font shall be always defined.

# PICTURES

## ELEMENTS OF MAILING

6

Pictures shall have defined fixed width and height, as well as contain custom style:

**style="border:none; display:block; line-height:0;"**.

```
<img width="100" height="100" style="border:none; display:block;" src ="http://przyklad.pl/obrazek.png" alt="Super obrazek" title="Najfajniejszy obrazek" />
```



Pictures shall have following extensions: .gif, .png or .jpg and be described using **alt="..."** and **title="..."** attributes".

For td cell, which contains a cut picture, style attribute **line-height 0;** and **width** shall be set.

# HYPERLINKS

## ELEMENTS OF MAILING

7

Links shall have a following attribute added:

`<HTML>`  
`title="..."` oraz `target="_blank"`.

KEEP  
CALM  
AND  
CODE

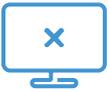
# MISCELLANEOUS

## ELEMENTS OF MAILING

8



Optimal mailing size is **55KB**.



Mailing shall not use background pictures.



In creative objects `<area></area>` indicators, describing clickable picture surface, shall not be used.



Entire picture shall be either hyperlinked or divided into pieces (located in separate cells and lines) and hyperlink only the ones, which we want to be clickable.

### REMEMBER!

Following elements shall not be used in mailing:

- **Margin, padding**
- **Colspan, rowspan**
- **Float**
- **Scripts**



THINK  
GLOBAL  
ABOUT  
CODE

achieve high results