

## Hendrickson Rose Dedicated Email Blast Specs.

1. For excellent design suggestions, see our Design Suggestions:  
<http://ads.rose-publishing.com/media/rose-email-design-tips.pdf>
2. Email must be in HTML format **no larger than 650 pixels wide**. HTML should be coded using tables and inline CSS only. Keep coding as simple as possible. HTML coded for a website won't necessarily work for an email.
3. HTML must not contain absolute positioning or JavaScript. Please make sure that HTML entity codes are used to communicate any and all special characters (em-dashes, smart quotes, copyright symbols, bullets, etc...)
4. Advertiser embeds any campaign/session-tracking parameters (i.e. UTM tracking) on all external link URLs.\*
5. Advertiser must have a web analytics service (i.e. Google Analytics) installed on their site in order to view website traffic data such as clicks, unique visits, sessions, etc.\*
6. We recommend no more than 50% graphic content. Higher percentages of images have a greater chance of being rejected and not delivered. Email should not be a single jpeg or gif file. Please slice any large images and format in tables.
7. Graphics and images should be provided in .jpeg, .png or .gif format. Total size of all images combined should not exceed 100KB to insure optimal transmission and load time. Inclusion of large graphic images affects transmission and download speeds for the recipients of your message.
8. Broadcast emails may not contain attachments.
9. Text, copy and all graphics should arrive 2 weeks prior to scheduled broadcast date in order to maintain scheduled broadcast date. Late art or changes received less than 1 week prior to the deployment date will be subject to a \$100 late fee.
10. Please remember to send a subject line (max. character count of 100). Your subject line is a very important element of your email since it is a key factor in determining if someone will open your email. We recommend a strong subject line that conveys either your special offer or the benefits of your product or services. The general rule of thumb in email marketing is to keep your subject between 35 and 50 characters. For great tips on subject line writing, see our Subject Line Tips: <http://ads.rose-publishing.com/media/Subject-Line-Tips.pdf>
11. Send completed art and/or HTML to [gandrews@hendricksonrose.com](mailto:gandrews@hendricksonrose.com)

*\*Any HTML file not coded to our Dedicated Email Code Specs will be charged \$75/hour to correct. If you do not know how to add UTM codes or Google Analytics tracking to your html, Rose will help you at no extra cost. Here's a [helpful resource](#) you can refer to as well!*