

2023 Digital Ad Specs E-mail Marketing

Financial Advisor magazine's General Policy includes:

- All assets are due (5) business days prior to launch or risk delayed launch or moved date
- All content subject to approval by *Financial Advisor*
- Impression or click-tracking pixel are not accepted
- All 3rd party tracking and UTMs are subject to the discretion of *Financial Advisor*
- *Financial Advisor* reserves the right to limit suppression and seed lists
- Reporting is available (1) week post-launch
- HTML utilized more than once will require a new subject line with the previous opens scrubbed out

TYPE	REQUIRED	DESCRIPTION	FILE SIZE & TYPE	GUIDELINES
Dedicated eBlasts	HTML File	Rendering of email to be distributed	HTML must be ready to send and not exceed 600 pixels across the content area File size should not exceed 60k 150k characters	Images are to be hosted by client only <i>FA</i> will not convert MS Word files or alter HTML code All 3rd party tracking must be implemented by client prior to sending to <i>FA</i> Mapping in HTML code not recommended Consider Microsoft Outlook 2017 through present when building HTML
	Styling	For elements that are not under the global or inline styling	N/A	Inline styling is best to ensure rendering compatibility across various email clients. Link styling works best when applied directly to the opening <a> tag. Example:
	Subject Line	Headline for send	N/A	Suggested length is 12 words or less Avoid special characters or symbols (ex: \$, !, “)
	Test List	E-mail address(es) for approval	N/A	Max 5 e-mail address
	Optional: Suppression List	List of email address that cannot receive the e-mail	.csv, .xls or .txt only	Domain suppression lists are limited to <100
	Optional: Text File	For display on text-only devices or email clients	Text version of HTML	By default, our email marketing platform automatically produces an alternate text version
E-Newsletter	Half Page Banner 300x600	Static banner image	<i>In Jan 2024, all FA newsletters will feature a 300 by 600 banner</i> 100K static; no animation Static PNG, JPEG or GIF with URL	No iFrames, JavaScript or DoubleClick “jump” tags
	Native Text Insert	Title and blurb	Text URL	Title – 10 words or less Blurb - 20 words or less

For help or more information, contact digitalops@fa-mag.com