

## FA E-Directs

(All materials are due 5 business days prior to deployment)

### Specifications:

HTML file, Subject line, Test list (10 emails max)

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#### HTML file:

HTML must be ready to send.

HTML should not to exceed 600 pixels across the content area.

E-direct file size should not exceed 60k.

All images and links must be present in the HTML (Financial Advisor magazine(FA) will not alter or insert images or links).

All images are to be hosted by the client (FA will not host images for e-directs).

FA cannot accept Word files converted to HTML.

Mapping in the html code is not recommended. (Please take in account Microsoft Outlook 2007 and later limitations when building html files for email distribution. FA will not alter HTML code to render in Outlook 2007 and later.)

There is a 150,000 character limit to custom HTML/XHTML emails.

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#### Styling:

Direct element HTML styling is needed for elements that do not fall under the global style or inline styling that is different from controlled content. Any href's that have different styling than the global style will not hold inline styling. Styling for href's needs to be coded as standard HTML Font styling. Ie... <font color="#999999"><font style="strong"> etc

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#### Subject line:

##### Best practices:

Subject line 50 characters or less

Avoid special characters "quotations, exclamation points, etc"

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#### Test List:

Test list for approval: 10 emails maximum (for a split send 5 emails maximum)

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#### Optional

##### Text file:

A text only version of the HTML file for display in text only devices (cell phones and text only email clients)

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#### Suppression (Scrub) List: (a list of email addresses that cannot receive email from the advertiser)

Email suppression files may be provided at the option of the advertiser.

If using a suppression file, it must be provided 5 business days before the email is scheduled to deploy.

Must be in .xls or .txt format.

Domain suppression lists are limited to 25 domains only.