

## Additional Guidelines

### Time Frame

1. All digital assets (content, graphics, email list, suppression lists, etc.) must be in hand a minimum of 5 business days prior to the launch date. A delay in receiving the materials may delay the launch.
2. The email will be constructed upon receipt of materials and a proof will be sent to the customer soon afterwards. Delays in the proofing process may result in a push-back of the launch date.

### Design

1. Village Press can provide proven template options, or you can design your own (See Designer Notes below).
2. Please provide the desired text for the subject line.

### Images

Images should be submitted in .jpg or .gif formats

### Size

Width is 600 pixels and it is suggested that the length be no more than 1500 pixels

### Designer Notes

#### Coding

1. Try to use HTML - CSS does not work in all email clients. If CSS is used it must be used inline.
2. Older HTML will work best - no HTML5.
3. Keep it simple. The more complex the design the more likely it won't display properly in all email clients.

#### Layout

1. Use tables for layout.
2. Set table width in each cell, not the table.
3. Try to use table nesting rather than margins or padding.
4. Define width with pixels, not percentages.
5. Use a container table for background color and avoid background images.

#### Images

1. .jpg or .gif format
2. Use align rather than float.
3. Set both width and height attributes for all images.
4. Place alt text for all images.
5. Use pixels for all dimensions.