Technical Details

Direct mailing

CONCEPT

Direct mailing
A mailing on a student database that allows you to filter your criteria on student city, choice of studies, type, gender, ... All of this is possible. The following information is intended to give you some more advice for the creation of your HTML-mailing.

DELIVERY

HTML-file
The mailing should be delivered as a plain .html-file

Subject of the mail
The subject of the mail should be mentioned in the <title> tag.

Deadline for delivery
We'd like to receive your HTML 3 days before the release.

SPECIFICATIONS

Dimension
W 600 pixels (max. 650 pixels)

Centered mailing
You can center your mail by placing it in a table with width="100%" and align="center" on the <td>

Resolve Hotmail issues
Include the following code to prevent issues for Hotmailclients

```
<style type="text/css">
        .ReadMsgBody{width:100%;}
        .ExternalClass{width:100%;}
</style>
```

Readable text
Make sure all text is readable in the final result. White text on a white background is not done and will be marked as SPAM, which will lead to a negative result.

Working hyperlinks
All hyperlinks should use an absolute path and have to work properly and should have a target="_blank".

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IMAGES IN GENERAL

No resizing and image-maps
Resizing of images is not recommended. Neither is the use of image-maps.

Obligated attributes of the <img>
- alt="..."
- width="..."
- height="..."
- style="display:block;"

Do not use background-images
The use of background-images is not allowed.

HTML-CODE
WHAT IS ALLOWED & WHAT ISN'T?

No style-sheets
A mailing using CSS-classes is not recommended, because of known issues with non webbased e-mailclients such as Outlook.

Use inline-styles
The use of inline-styles is recommended.

Example:
<p style="font-size:14px;">test</p>

No attributes in the body-tag
Most e-mail clients will ignore the attributes used in the <BODY>.

Use talbes instead of div's
Div's tend to be wrongfully processed by e-mail clients. Therefore we recommend the use of nested tables (instead of col- and rowspans).

No javascript

Absolute paths
Only absolute paths are allowed in mailings.

Example:

FONTS

Use the most common fonts that are likely to be web-safe like:
- Arial
- Trebuchet MS
- Tahoma
- Times New Roman
- ...

Find out more web-safe fonts on:
http://www.ampsoft.net/webdesign-l/WindowsMacFonts.html

DELIVERY

Via e-mail
pub@guidooh.be
(maximum filesize 7 Mb)

Via WeTransfer
wetransfer.com
(maximum filesize 2 Gb)

Send a confirmation e-mail at pub@guidooh.be