

## EBLAST SPECIFICATIONS

### If you're submitting HTML

#### PROOF FROM CLIENT

All HTMLs submitted for eblasts must be accompanied with a screen shot.

#### WELL-FORMED HTML

See <http://msdn.microsoft.com/en-us/library/ms912456.aspx> for detailed information

- All tags must be closed
- All attributes should be in quotes
- All images should be web-standard (GIF, JPG/JPEG or PNG; no .tmp files)
- All image files should accompany the HTML
- Do not use background images in tables, etc. because these will be automatically removed by Campaign Monitor.

### If you want us to design the HTML

#### MATERIALS SUBMISSION

- Images, including photos and logos, should be minimum 100% of preferred size at 72dpi
- Text should be submitted in a MS Word or text file.

#### PROOF CONCEPT

A screen shot of your intended layout is welcome.

### General

#### MATERIAL SUBMISSION

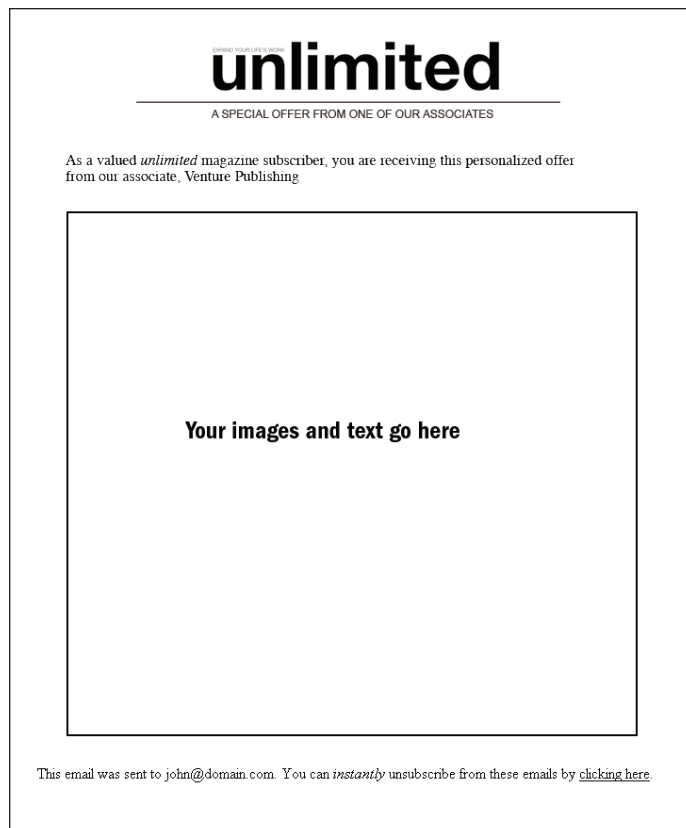
Submit all materials via email to [production@venturepublishing.ca](mailto:production@venturepublishing.ca), using the client name and "EBlast submission" as the subject line.

#### PROOF TO CLIENT

A proof (labeled "Preview") from Campaign Monitor must be approved prior to mailout

#### SCREEN SHOTS

On Windows, a screen shot is made use the Ctr-PrintScreen key combination (which places the image on your clipboard), pasted into a Paint application and saved as an image file. On Macintosh, command-3 will place a screenshot



on your desktop. If the HTML is larger than your monitor, please supply multiple shots (combined or separate).

### What gets sent out

Finished HTMLs are sent out via Campaign Monitor as emails to our contact list. The general layout is as above. The width of the enclosing table is 600 pixels. *Due to Campaign Monitor's HTML optimization and parsing, this email may not appear exactly like your original document.*