

## EMAIL ADVERTISING SPECS



### SUBMIT EMAIL ADVERTISING

Creative units must be submitted a minimum of 5 business days prior to the launch. Failure to supply creative materials by the established deadline may result in the delay or rescheduling of the ad campaign.

**SUBMIT CREATIVE UNITS VIA EMAIL:**  
MSham@groupc.com

Send creative files attached to, not embedded in, your email.

**Creative submissions should include the following:**

- Advertiser name
- Email product name
- Detailed placement instructions
- Creative files
- Alternate text (30 character limit, if applicable)
- Linking URLs - linking URLs must be domain name based and cannot be the IP address (i.e., [http:// 67.228.166.146](http://67.228.166.146))

**Creative submissions for dedicated third party email should ALSO include the following:**

- Subject line (maximum of 80 characters)
- Preheader text (max of 50 characters)
- Creative files (HTML, PDF/JPG, Plain-Text)
- List of contact names and email addresses for inquiries, approval and final deployment

### CREATIVE GUIDELINES

- Creative must match ad size and conform to specifications outlined herein.
- Permitted creative formats are HTML, JPG and GIF files.
- HTML files must include client-supported hosting for images and a proof for creative concept.
- A maximum animation length of 15 seconds; 3 times looping maximum; and a maximum of 24 fps for all animated GIF files. **NOTE:** Static images are preferred, as animated images do not work in some email clients. If providing an animated image, ensure the first frame is fully functional as a static ad, as some email clients will only display this frame.
- Creative with a white background (#ffffff) must have a minimum 1-pixel border to differentiate ad from editorial content.
- The digital operations department is not responsible for any changes to ad creative; all changes must be made by the client and resubmitted for placement.
- Creative must have branding and cannot use the 'publication/site' name or logo without preapproval.
- Do not include fake HTML or simulated form interactivity, or obscene/offensive images.

Ad Type	Image Dimensions	Max File Size	File Types
<b>eNewsletter Leaderboard</b>	728x90 px	50KB	JPG, GIF
<b>eNewsletter Medium Rectangle</b>	300x250 px	50KB	JPG, GIF
<b>TV (Video) Email</b>	400 px Wide Min	40KB	JPG
<b>Featured Products Email</b>	125x90 px	40KB	JPG
<b>Native Email</b>	650x300 px	200KB	JPG
<b>Dedicated Third Party Email</b>	650 px Wide Max	See specifications	JPG, HTML

\* AD TYPES LISTED MAY NOT BE COMPATIBLE WITH ALL BRANDS

## TV (VIDEO) EMAIL

Coded stand alone or embedded video players cannot be used. Your video must be uploaded to a website or hosted by a free video sharing service (YouTube, Vimeo, etc.). Please provide the following:

- Image: We will take a still frame image from the video, or if preferred, send a screen shot or still frame of video at 400 pixels wide or larger, we will crop to our email size.
- Destination URL of Video
- Homepage URL of company

## FEATURED PRODUCTS EMAIL

Please provide the following:

- Headline will be Advertiser's Name
- Overview Copy: 25 words min — 50 words max
- Destination URL
- Image: 125x90 px image

## NATIVE EMAIL

To kickoff the content development process, please provide:

- Up to 300 words on native email subject
- Image: 650x300 pixels
- Company logo
- Destination URL

## DEDICATED THIRD PARTY EMAIL – PDF/JPG

- PDF file size is flexible (will be resized) — limit to one page. If sending a JPG, make sure the file size is under 200KB.
- Creative is not to exceed 650 pixels wide.
- The entire image may link to the same URL; multiple links may be embedded upon request.

## DEDICATED THIRD PARTY EMAIL – HTML

- Table width must be no wider than 650 pixels, there are no height restrictions. HTML file maximum size is 20KB.
  - Avoid using a dark background and light-colored text because some email clients do not support background formatting.
  - Body background colors are not supported.
  - Images **MUST** be hosted on the client site/server and the locations must be included in the HTML file. There should be no embedded background images in the HTML file.
  - In-line styles are preferred. Include http:// in all URLs.
  - Code support varies for different email software. Clients are responsible for coding and testing all HTML creatives to ensure proper appearance prior to submission.
- NOTE:** Group C Media is not responsible for improper display of an HTML email.

## REPORTING & DISCLAIMERS

- The digital operations department will provide reporting on opens and clicks.
- Click-through tracking may not be available on ads that use embedded or compiled URL information within creative elements.
- The digital operations department reserves the right to preserve the user experience of its email products and to remove any advertisement which is deemed annoying and/or harmful to our users at any time.