AJR | MEDIA GROUP

Email Specifications for Advertisers

To ensure that your email is in the best format and maximizes the benefits of email marketing, please adhere to the following guidelines:

1. All materials (your HTML email file, subject line, list of internal email addresses you want included in the blast and preferred send date) are due the 15th of the month prior to send date. Materials received after the due date may result in the rescheduling of the email deployment date.

2. All URLs and links in the email should contain absolute references ("http://www.something.com/directory/image.html" instead of ".../directory/image.html"). Also, all images must be hosted externally. AJR Media Group can host graphics for advertisers on our web servers for an additional charge.

3. Our email deployment software (ExactTarget) enables us to track delivery, open and click through rates, as well as clicks for each URL in an email. If you choose to use additional tracking methods on your side, all tracking tags and images must already be coded in the HTML file you provide to us.

4. The email should be predominantly text with graphics used as accents only. Graphics to HTML ratio for the entire email should be no more than 25:75. Additionally, customers using mobile devices may have difficulty seeing graphics, so any important copy should be included in HTML text and not just as part of a graphic.

5. Based on the individual preferences, email clients may not display graphics in preview mode or on initial open. Therefore, it is important that your email is designed with this in mind. We recommend that you avoid large graphics without HTML text at the top of your email. Otherwise, some customers will only see a broken image above the fold and will likely immediately delete your message. Please keep the use of header images to a minimum and try to incorporate as much HTML text at the top of the email as possible.

6. Cascading style sheets – some email clients (including Gmail and newer versions of Outlook) cannot properly display emails that use CSS. We highly recommend that you do not use cascading style sheets in the coding of your HTML emails.

7. Please keep the file size of the entire email 200K or less to minimize download time.

8. There are no restrictions in regards to pixel dimension for the email, but we recommend no wider than about 650 pixels to minimize horizontal scrolling.

9. Revisions – you will be provided a test message of your email prior to deployment. Please note that often the formatting is skewed when the email is forwarded. Those formatting issues will not occur during actual deployment. You are allowed one round of minor revisions. We can only make changes to your HTML file, not images.

10. Unsubscribes – all emails that we send have links for customers to unsubscribe at the bottom. However, we ask that you also include an email address and/or other contact information at the bottom of your message where customers can contact you directly if they would like to be placed on your email suppression list. Examples of this include: "If you do not want to receive marketing emails from Company XYZ in the future, please send an email to unsubscribe@companyxyz.com" or "We respect your privacy. Read more about Company XYZ's privacy policy" (link to your privacy policy containing information for them on how to opt-out/get on your suppression list).

11. Deployment approval – emails will not be deployed until test messages have been approved. The approval must be received in writing (email) by 10:00 am CT the business day prior to deployment. Failure to provide written approval may result in rescheduling the email.

12. All materials should be uploaded to the AJR Media Group Materials Upload Site found at http://materials.AJRMediaGroup.com/ unless otherwise requested in writing by an AJR Media Group team member. When uploading, choose "AJR Media Group" as the publication and complete all fields marked as "required".

We reserve the right to refuse acceptance of and/or request revisions to any email that does not adhere to the guidelines outlined above.   If you have any questions or need assistance with the design and/or layout of your email, please contact us.

AJR MEDIA GROUP

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Need assistance with the design of your email broadcast?

**Contact us today
to find out how
our design and development team
can make it easier for you.**

**Help@AJRMediaGroup.com
1.855.383.7677**