

## eDIRECT AD OVERVIEW

An eDirect delivers your ad to the inboxes of thousands of our subscribers.

A well thought out eDirect with the right message and creative can deliver far better results than most ad formats.

As eDirects are delivered by email, there are several factors to consider. This document outlines creative and technical considerations that we've found to help produce better results in eDirect campaigns.



### SUBMISSION CHECKLIST

In order to help prepare for your eDirect campaign, we've prepared a checklist of items you'll need to include in your creative material submission.

- ✓ **HTML:** Code for your eDirect. Please see guidelines and requirements on the next page
- ✓ **Subject line:** between 41 and 64 characters
- ✓ **Preview Text (Pre-header):** 41-64 characters (avoid repetition from subject line)
- ✓ **Images:** Accepted formats are .jpg, .gif, .png only (web optimized)
- ✓ **Alt Text:** Important for context when images can't load or be read; also required for accessibility compliance. Keep this within 1-2 sentences.
- ✓ **Links:** All URLs must begin with **https://**. You may provide UTM or other tracking URLs.
- ✓ **Test list:** Up to three (3) external email addresses to review and approve tests prior to deployment
- ✓ **Footer:** For CASL compliance, you are required to declare the company's legal name, mailing address and either a phone number, email address or website URL (you may also show all three).

### PLEASE NOTE

- No major changes to copy or structure are expected once the campaign has been submitted
- Your final HTML should be a balance of images and text, never a single image. The email should make sense even without visuals for recipients who block images by default
- Convey your main message in the first couple of words
- Ensure the subject line accurately reflects the email content
- All material must be submitted at least five (5) business days prior to the deployment date
- Approval must be given at least 24 hours prior to the deployment
- HTML should follow standard email design practices as some email clients interpret and display HTML differently (example: Office 365 ignores padding and margins)
- We CANNOT host fonts; we strongly recommend using standard web or Google fonts (such as Arial, Verdana, Times New Roman and Georgia).

## eDIRECT DESIGN & TECH SPECS

The guidelines outlined below help ensure that we are ready to deliver your ad as you intend it to be seen, optimized across multiple email clients and variables. If there are any questions or concerns, please contact your Newcom Media Account Manager or AdOps contact.

### GENERAL

- Your final HTML should be a balance of images and text, never a single image. The email should make sense even without visuals for accessibility compliance
  - Submitted file must be HTML format (a .pdf or .psd file may be provided as visual reference only)
  - Recommended width for content is between 600px and 650px wide
  - There is no height limitation, but your key message should be conveyed "above the fold"
  - Use inline CSS style attributes on individual elements
  - Customer to provide up to three (3) external email addresses (seed list) to review and approve tests prior to deployment
  - Include the following meta tag within the `<head>` to ensure mobile responsive design `<meta name="viewport" content="width=device-width, initial-scale=1.0">`
  - Avoid the use of doctype and metatype, but include a language reference – **EN/FR meta name =viewpoint & content = width = device width**
- All text must be placed on a solid colour (no gradient or background image) and contrast should be optimized for accessibility and visibility
  - Include padding on all text as well as a border around the main container
  - Always surround text within `<td>` with paragraph tags `<p>` and set style to **"margin:0, padding:0; "**
  - Always specify the width of images and `<td>`, if building a static design

### IMAGES

- Accepted formats are .jpg, .gif, .png only
- Provided visual assets should be optimized for the web and their dimensions limited to their actual display size
- We recommend having the visual assets hosted externally through a trusted hosting service
  - Provide alt text for all non-decorative images (if an image adds value or information that isn't conveyed in the text)

### SUBJECT LINE BEST PRACTICE

- Ensure the subject line is between 41 and 64 characters
- Convey your main message in the first couple of words
- Ensure the subject line accurately reflects the email content
- Utilize compelling pre-header text
- Avoid the use of words like "free" or

### RESTRICTIONS

#### Do not provide:

- `<div>` tags. Use tables, rows and cells to structure your content
- Javascript, animated gif or any video format (embedded or otherwise)
- .bmp, .svg or .eps files
- External stylesheet
- Relative URLs (always use absolute paths)
- Floats or absolute positioning, margins, bulleted list
- `<ul><li>`, css property visibility:hidden, background-image, image-map `<map>`

"sale", special characters, symbols or programming signs

- Please see [www.omega.com/avoiding-the-spam-folder-175-email-trigger-words-phrases-thatll-land-you-in-spam/](http://www.omega.com/avoiding-the-spam-folder-175-email-trigger-words-phrases-thatll-land-you-in-spam/) for more information
- We do not allow special characters/emojis (beyond grammatical punctuation, eg:.,-;'?! ) in the subject lines of edirects
- Preheader text character recommendations:
  - Subscriber might see 0-5 lines of text. Generally, keep it under 90 characters
  - Avoid repetition in preview text (don't make it the same as the subject line)

### STYLE

- Use a white background colour outside the main container
- Use standard web fonts, such as: **Arial, Verdana, Times New Roman** or **Georgia** (see table on page 3)

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## ACCESSIBILITY

- All emails must follow WCAG 2.0 Level AA guidelines
- Consider plain text copy
  - Plain-text emails are sent alongside standard HTML, and don't contain any images, rich-text formatting, or embedded links
- Use semantic elements in code (H1, H2, p)
- Maintain a logical reading order
- Provide alt text
- Include sufficient contrast between text and background colours
- **Do not** hide meaningful information in pictures
- Feature meaningful link text, e.g. **"Click here to see a detailed financial report"** vs. **"Click here"**
- Paste code into [www.accessible-email.org/](http://www.accessible-email.org/) for a quick, free report with recommendations

## FOR MORE TIPS:

- Accessible Email HTML checker ([www.accessible-email.org/](http://www.accessible-email.org/))
- Email on Acid Accessibility Guide ([www.emailonacid.com/blog/article/email-development/email-accessibility-in-2017/](http://www.emailonacid.com/blog/article/email-development/email-accessibility-in-2017/))
- Mailchimp's Guide to Accessibility in Marketing ([mailchimp.com/help/accessibility-in-email-marketing/](http://mailchimp.com/help/accessibility-in-email-marketing/))
- Litmus' Ultimate Guide to Accessible Emails ([www.litmus.com/blog/ultimate-guide-accessible-emails/](http://www.litmus.com/blog/ultimate-guide-accessible-emails/))

# eDIRECT SUPPLEMENTAL INFO

## SUBJECT LINE LENGTH BY MAIL CLIENT

Email client	Character Length
Outlook 2010 preview	54 characters
Outlook 2010 compact	73 characters
Thunderbird	66 characters
Gmail	70 characters
Outlook.com	60 characters
Yahoo mail	46 characters
Android (480 x 320 px) portrait	27 characters
Android (480 x 320 px) landscape	46 characters
Android (800 x 480 px) portrait	30 characters
Android (800 x 480 px) landscape	62 characters
iPhone portrait	41 characters
iPhone landscape	64 characters
Windows phone portrait	42 characters
Windows phone landscape	61 characters

## ACCEPTED FONTS

Arial  
*Arial italic*  
**Arial bold**  
***Arial bold italic***  
**Arial black**  
**Arial unicode**

Georgia  
*Georgia Italic*  
**Georgia Bold**  
***Georgia Bold Italic***

Times New Roman  
*Times New Roman Italic*  
**Times New Roman Bold**  
***Times New***  
***Roman Bold Italic***

Trebuchet MS  
*Trebuchet MS Italic*

Verdana  
*Verdana Italic*  
**Verdana Bold**  
***Verdana Bold Italic***

## SAMPLE EDIRECT LAYOUT

View Online

This space is reserved for Newcom header information

650 x 300

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**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi justo neque, lacinia ac egestas non, suscipit laoreet elit. Maecenas imperdiet venenatis ipsum, quis lobortis quam rhoncus tempor. Donec vitae elit dictum, tristique lacus ac porttitor libero. Nulla id tincidunt libero. Nam nec molestie massa, vel sollicitudin nulla, in hac habitasse platea dictumst. Nullam vestibulum consectetur felis. Etiam malesuada scelerisque orci in ultricies. Donec maximus lacus quis sollicitudin auctor. Vivamus sed fermentum ex. Quisque non nunc vitae purus finibus ultrices. Nam tellus felis, lacinia eget sapien ac, feugiat tempor lacus. Etiam sit amet rhoncus libero, sit amet sodales eros.

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