



Advantage Business Media (ABM)

e-Marketing Deployment Specs for Client

What do I send?

1) SINGLE HTML FILE OF MARKETING MESSAGE

- 600px max layout width advised; hard-capped at 800px
- 30k max file size per image
- 600px max image width advised; hard-capped at 728px (standard leaderboard width)
- .jpg and .gif formats preferred; other formats acceptable to convert (.eps, .tif, etc.)
- Rich Media files not accepted
- Inline styling suggested vs. style sheets
- Clear, concise messages will perform better
- Materials, including unsubscribe link and suppression files, are due **5 days prior to deployment**

2) TEXT VERSION OF MARKETING MESSAGE

- Is required and recommended for the client to provide directly
- Usually “mirrors” the HTML marketing message.

3) SUBJECT LINE TEXT

- Customer Focused – Your customer-focused BENEFIT
- Include incentive to read further (prize, giveaway, special pricing, etc.)
- 50 Characters Max (including spaces).

4) FROM EMAIL ADDRESS & FROM EMAIL NAME

- **“From” line must reflect the Client** – You, the Client are designated as the “sender,” not the publication or ABM brand
- **Email address the eMarketing deployment is sent from** cannot have an alias
- e-Marketing blasts **may not be co-branded** with ABM titles

5) OPT-OUT INFORMATION

- **Opt-out mechanism** – Ex. An email link to a client account with “Unsubscribe” in the subject line (unsubscribe@yourcompanydomain.com)
 - **Client is responsible for capturing and processing opt-outs** within 10 days of receipt
 - **E-mail suppression/opt-out file** – email addresses of those subscribers who have opted-out of receiving materials from you, the Client
 - If no suppression file exists, ABM requires written notification to that end
 - ABM advises you prepare maintain a suppression file for future use
 - This is to protect you, the Client

Tips & Other Information

- Image-heavy messages do not transmit well to readers’ inboxes; it is advised to render as much of the message as possible in HTML/text
- Calls-to-action and other essential info is best kept “above the fold” (no scrolling needed)
- ABM tracks all links through Omeda’s Omail service and offers comprehensive reporting and lead generation. Clients may provide their own tracked links, **but may not forego ABM’s tracking mechanism.**
- Final deployment dates are subject to change based on adjustments to these timelines

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