



Designfax eblast specs/guidelines

Thank you for using Designfax to send your targeted eblast message. The following guidelines will help your send go smoother and your final results be more accurate.

- Most eblasts are about 600 pixels wide.
- Customers should send in a complete HTML document: images should already be hosted somewhere, and links should be active and work.
- Customers **do not need to include an unsubscribe link**. Our third-party emailer (Campaigner) automatically puts that on the bottom of each eblast when it is sent out.
- We highly recommend that you have a link at the top of the email (the first link) that is not central to the campaign to catch any automated security-scanning software clicks. Usually this link is either a Cannot View/View Online link or a company logo with the link underneath.
- **Please do not include direct PDF downloads** in your links. These often set off security scanning (SPAM) software, because the software tests the link to find out if it launches a malicious file or code instead of a PDF document. We suggest either having a web page where readers can go to download the PDF information on the customer website or, in a pinch, using a redirect tracking link in place of the direct-download PDF link. Many customers already have their own tracking link system or use a service like bitly.
- It is **highly recommended not to use a system like Dreamweaver** to make your email HTML eblast. Your final product will not appear correctly in many email clients/systems/viewers. The reason the message does not appear correctly is because it uses embedded style sheets, which are great for web pages but not so great for email. Using inline styles will resolve this.
- If in doubt about **how to code an HTML document for a marketing email blast**, there are many resources available simply by Googling it. We suggest reading “**How to Code HTML Email Newsletters**” at <https://www.sitepoint.com/how-to-code-html-email-newsletters/>.
- Please **do not forget to include a compelling subject line** with your eblast materials.
- Preliminary Eblast Testing: We suggest sending the html eblast in the body of an email to yourself through email before submitting. This will not guarantee how it will look in our third-party emailer, but it will show you how special characters (smart quotes, trademarks, etc.) and images will render through email using your current coding.

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**Nelson
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