CRF/TCTMD Email Specifications

Please use the best practices in this outline when creating emails for distribution to CRF and TCTMD email subscriber lists. Following these guidelines will help to avoid multiple revisions and delays.

Subject Line Copy:
- Subject lines must be <100 characters in length. Partner eblasts must all start with: *Sponsored Message from*:
- ALL CAPS should not be used in the subject line, because this will trigger spam filters. Exceptions can be made for a single word abbreviation like "CRF".
- Symbols (#@!(%$) should not be used in the subject line, because they will trigger spam filters.
- The subject line should be directly relevant to the email content. The use of deceptive subject lines is prohibited per the CAN-SPAM act.

HTML and Text Versions:
- Every email must have an HTML and text-only version.
- For the text version, send an MS Word or Notepad file that contains all the copy in your eblast. Don't forget to include any copy that is contained in images found in the HTML version.
- A link in the header or body of the email should allow users to view a hosted web version of the email. We can automate this process and host a web version if so desired.

Design Considerations:
- Emails cannot exceed 650 pixels in width and generally should not exceed 750 pixels in length to limit users' need to scroll down to view the message.
  - Emails wider than 650 pixels may not be displayed properly in browser-based mail clients like Gmail, Yahoo, etc.
- Important information should be within the first 300-500 pixels (length-wise), as this is the length of the average preview pane.
- Images are often blocked or may not render. Design the email with this in mind.
  - Make sure the main point of the email can be understood by reading just the text.
  - Avoid putting important content exclusively into images.
- Avoid using too many images. Text to image ratio should be 70/30 (70% text, 30% images) in order to avoid triggering spam filters.
- Do not use background images. This will trigger spam filters and the email will not be displayed properly thereby reducing the value of the email distribution.
- Video and multimedia files cannot be directly embedded in emails. Generally, all file types besides (.jpg, .gif, or .png) should be linked to externally.
- Forms cannot be directly embedded in emails; they should be linked to externally.
- Use tables to structure the email with HTML tags and minimal inline CSS for formatting.
- Keep the size of the HTML file below 50 KBs and optimize all the images or files linked to in the email.
- Avoid using the phrase "click here" in your copy, as this can trigger spam filters. A better choice would be "view details", "more information", or something to that effect.

Delivery and Approval Requirements:
- Deliver the creative and a subject line no later than 5 business days before scheduled distribution. Subject lines will read: Sponsored message from [client name]: XXXX
- Pre-delivery approval. No emails will be sent without email confirmation that the proof copies have been reviewed and approved for distribution.

Please note that CRF's Creative Services department can help you develop an effective email message that will look stunning and ensure delivery to the maximum number of subscribers.

For further information on our email development services or answers to any questions about CRF's email specifications, contact Samuel Montgomery at smontgomery@crf.org.