

## 3<sup>rd</sup> Party Mailshot Design Requirements

### DESIGN MUSTS:

1. Mailshot design **MUST** be in only standard HTML/CSS code format and provided as an attached file.  
**JavaScript/JQuery is not acceptable**
2. If Responsive please note Outlook compatibility will be limited at best.
3. Emails should be 600-800 pixels maximum width. This will make them behave better within the preview-pane size provided by many clients.
4. Design for simplicity. **Use table-based layers** and avoid complicated elements that require HTML floats or positioning.
5. Assume images will be initially blocked by email clients, or that certain images—background images, for example—will completely fail to load.
6. Don't design an email that's essentially one large, sliced-up image. While these kinds of emails look pretty, they perform poorly.
7. Use basic, cross-platform fonts such as Arial, Verdana, Georgia, and Times New Roman.
8. Do not include elements that require Flash or JavaScript. If you need motion in an email, a .gif is your best bet.
9. The **header** of the e-blast (usually the conference banner) and the **footer will be added by us (Kenes)**. The footer will include Kenes physical address information as well as '**Unsubscribe**' link which will be directed to **our opt-out page**.

### CODE PROTOCOLS:

1. **Code all structure using the table element**. For more complicated layouts, you should nest tables to build complex structures.
2. Use element attributes (such as cellpadding, valign, and width) to set table dimensions. This forces a box-model structure.
3. Keep your CSS simple. Avoid compound style declarations (IE: "font:#000 12px Arial, Helvetica, sans-serif;"), shorthand code (IE: #000 instead of #000000), CSS layout properties (IE: slot, position, clear, visibility, etc.), complex selectors (IE: descendant, child or sibling selectors, and pseudo-elements)
4. **Images should be in RGB (.png, .jpg, .gif).**
5. **Avoid background images.**
6. **Avoid CSS opacity property. It is not recognized by email clients.**
7. Inline all CSS
8. Use only absolute links for images, and host those images on a reliable server.
9. **Don't bother with JavaScript or Flash**—those technologies are largely unsupported by email clients.
10. Account for mobile-friendliness, if possible. Use media queries to increase text sizes on small screens, provide thumb-sized (~46x46px) hit areas for links. Make an email responsive if the design allows for it.

Please provide a **subject line** for your e-blast.

In case e-blast is promoting sponsored session, **please include the following disclaimer:**

***This session is not included in main event CME/CPD credits***