



Email Specifications for Advertisers

To ensure that your email is in the best format and maximizes the benefits of email marketing, please adhere to the following guidelines:

1. All materials (your HTML email file, subject line, list of internal email addresses you want included in the blast) are due the 1st of the month that falls before the month of the send date (i.e. if your emails is slated to go out on March 15th, your materials are due on February 1st). Materials received after the due date may result in the rescheduling of the email deployment date.
2. All URLs and links in the email should contain absolute references ("<https://www.example.com/directory/image.html>" instead of ".../directory/image.html"). Also, all images must be hosted externally.
3. Our email deployment software (ExactTarget) enables us to track delivery, open and click through rates, as well as clicks for each URL in an email. If you choose to use additional tracking methods on your side, all tracking tags and images must already be coded in the HTML file you provide to us.
4. To maintain the general template of the retargeting emails and user expectations, copy should not exceed 400 words. The email should be predominantly text with graphics used as accents only.
5. Cascading style sheets – some email clients (including Gmail and newer versions of Outlook) cannot properly display emails that use CSS. Do not use cascading style sheets in the coding of your HTML emails.
6. Keep the file size of the entire email 200K or less to minimize download time.
7. Email should be no wider than 650 pixels to minimize horizontal scrolling.
8. Revisions – you will be provided a test message of your email prior to deployment. Please note that often the formatting is skewed when the email is forwarded. Those formatting issues will not occur during actual deployment. You are allowed one round of minor revisions. We can only make changes to your HTML file, not images.
9. Unsubscribes – all emails that we send have links for customers to unsubscribe at the bottom. However, you need to also include an email address and/or other contact information at the bottom of your message where customers can contact you directly if they would like to be placed on your email suppression list. Examples of this include: "If you do not want to receive marketing emails from Company XYZ in the future, please send an email to unsubscribe@companyxyz.com" or "We respect your privacy. Read more about Company XYZ's privacy policy" (link to your privacy policy containing information for them on how to opt-out/get on your suppression list).
10. Deployment approval – emails will not be deployed until test messages have been approved. The approval must be received in writing (email) within 5 business days prior to deployment. Failure to provide written approval may result in rescheduling the email.
11. All materials should be uploaded to the AJR Media Group Materials Upload Site found at <http://materials.AJRMediaGroup.com>. When uploading, choose "Tour Texas" as the publication and complete all fields marked as "required".

We reserve the right to refuse acceptance of and/or request revisions to any email that does not adhere to the guidelines outlined above. Note that delayed approvals, failure to follow guidelines and incomplete or improper HTML submissions may result in deployment delays.