# Material Requirements for targeted e-mails:

**\*\* Below is a quick list of all REQUIRED materials for targeted emails. More in depth explanations follow:**

1. HTML file
2. Subject line
3. Test/seed names
4. Final approver name
* **HTML** file (as an attachment): This file should be created in pure HTML code, with no external .CSS Style Sheets used. Creative made with programs such as Microsoft Word, Microsoft Publisher, or Adobe GoLive is not supported. There are several pure HTML editing software programs in the industry such as Microsoft FrontPage, DreamWeaver and Ektron eWebEditPro. Creative made with any of these programs will help ensure that more of your audience will be able to properly view the e-mail.

**\*** Forwarding of inline HTML is not recommended as Outlook and other email programs add a lot of extra formatting which can cause your HTML to not render correctly. It is recommended that you send your HTML as an attachment for this reason.

* **Note**: The use of JavaScript, iFrames and video is not supported due to compatibility issues with email clients, as well as for security and spam filtering reasons.
* **Note**: HTML designed strictly with divs and css for positioning and alignment will not render correctly with certain versions of Outlook and other email clients. For this reason, it is recommended that you use tables when designing your HTML.

**\*** Creative consisting of a single image file (.jpg or .gif) is not recommended and will increase the chance that your creative will be filtered as spam or have an extensive download time.

* **Image/graphic files**: You can either host these files on your server, including the absolute reference URLs in your code or we can host them if you do not have the ability to do so. If we host, we will make the necessary changes in your code.
* **Note:** We recommend that images be no more than 600px in width
* **Note**: Please do not use background images in your HTML as background images **do not** render properly in all email clients.
* **Subject Line**: What will appear in the subject line when the e-mail deploys.
* **From Line**: Can either be your company name or Endeavor's entity name (magazine that list derives from) **and** on behalf of…your company name.
* **Test Names**: People that you want to review the test e-mail to make sure it works properly before it deploys to the actual list. These people should check all of the links and make sure that they direct to the proper landing page.
* **Seed Names**: If different than Test Names. This would be people that you want to receive the actual e-mail. Usually the same as the test names but sometimes a few extra internal people that don't need to be included in the approval process.