

Your Sponsored Email has three main components:

- 1 Subject line
- 2 HTML message content
- 3 Plaintext version

HTML specifications

- Submit your sponsored email as a complete HTML file (*HTML allows images to display, embedded links, and fonts to show bold or italics style*).
- Your HTML message should display uniformly in all email environments. **The use of layers, background images, rollovers, forms, JavaScript, Flash, and CSS is prohibited.**
- HTML should be no more than 600 pixels wide.
- We can personalize your message. Just indicate where you would like the greeting to appear, whether to use first and/or last name, and a default value if a name is not present.
- Each Image should be about 50kb, JPG or GIF format. Host your images and reference them in the HTML code by absolute URL. We can host images—just include them with your file and let us know.
- **DO NOT** submit email built using Constant Contact or any other copyrighted 3rd party templates. **Such material will be returned.**
- Many email programs block images. It is important that all essential information including the call to action, dates and times, locations, and links appear as actual text (NOT just words embedded in an image) in the top 1/3 of your message.

Subject line

Your subject line is the moment when a recipient chooses whether or not to open your email. Use it to create a sense of urgency, excitement, or scarcity. You might incorporate your offer or announcement here. Keep in mind that a recipient may only see the first few words. Avoid “spammy” terms like “Free!” or all caps that can potentially land your message to a junk folder.

From: BizBash Update <update@bizbash.com>
Reply-To: update@bizbash.com
To:
Subject: Top 30% of Commercial Real Estate - 2015-16 Year and Next Steps

Prime real estate for your message:
Top 30%. Place offer and link here.



Plaintext version

You must submit a text-only (no images, hyperlinks, or styling) version of your email as a **.txt** document. This ensures that recipients who cannot (or will not) display html in their inbox still receive your message. Type out all links, including the “http://” so plaintext recipients can follow your link.

Resources and best practices

1. **Place your call to action, including a click through link, at the top.** This ensures the “meat” of your message is visible in recipients’ preview pane.
2. **Focus on a single offer.** Too many choices reduces the effectiveness of your message.
3. **Be succinct.** Get to the point quickly—readers have limited time to consider and react to your offer.
4. **Remember the mobile user.** More than half of all email is opened on a mobile device. Submit responsive design if possible and limit yourself to 30 characters for your subject line.
5. **Make sure your message is easy to read.** Type style and color selection is important.
6. **Be aware of spam triggers:**
 - Use red sparingly
 - Avoid all caps
 - Avoid exclamation points
7. **Test your code.** There are several free Web-based solutions available. This one provides spam scores for several common spam filters:
http://www.contactology.com/check_mqs.php

Submit materials via email to production@bizbash.com.

- For images to be hosted by BizBash, place all components in a .zip file.
- HTML may be supplied as a link to a dedicated web page of the message content.
- Submit materials 5 business days in advance of your scheduled date of deployment.
- Production reserves the right to reject materials that do not comply with these specifications or are incompatible across major email clients. All materials are tested through our email server, and test message will be sent prior to deployment for your final approval.
- If you are unable to create HTML code, we can connect you with a freelance designer.