

A background featuring a network diagram with white nodes and connecting lines on a dark grey gradient. A black horizontal band is positioned across the middle, containing the text. An orange triangle is on the right side of the black band.

**nextmedia**

**EDM Specifications, Tips & Best Practices**

## Requirements

---

In order to ensure a fast and smooth turnaround of EDMs, as well as to ensure correct and accurate delivery of the creative, it is required that clients deliver the following material when submitting their EDM creative.

- › **HTML**
- › **Text Version**
- › **Subject Line**

We support responsive design, so if you are providing us with this please ensure it's coded within the html file.

## Further Details

---

To make the process easier we have compiled a detailed description of the below areas within this document.

### 1. Subject Line & Proof List

The subject line has a maximum of 12 words (be mindful of using spam recognised words in your subject line). A list of email addresses that are required to see and approve the EDM before the final send. Please refer to page 3.

### 2. HTML Version Requirements

HTML creative must be supplied according to our specifications. For further detail, please refer to page 4.

### 3. Text Version Requirements

Please supply a text only version with links. (This is for those users who do not / cannot read HTML in their email client). For further detail, please refer to page 6.

### 4. Deadlines & Further Requirements

All creative is due 1 week prior to the send date. For more information refer to page 7.

### 5. Tips & Best Practices

For information & suggestions on content, layout/design, personalisation & A/B Testing, plus EDM examples refer to page 8.

### 6. EDM Examples

For some EDM examples please refer to page 9.

## 1. Subject Line & Proof List

---

### Subject Line:

- › Keep your subject line to less than 12 words in length.
- › Ensure that it is direct and explains what the EDM content is about (be mindful of spam recognised words, exclamation marks, all capital letters etc).
- › If you have an event invitation, product promotion, competition, special offer or a report download include this in the subject line. If your content is different to this then you can always ask a question or have a catchy phrase to get the reader's attention, although ensure the subject line is relevant to the content of the EDM as you don't want people opening your EDM but not converting.
- › Below are some Subject Line examples:

Meet the brilliantly simple Cloud Phone System for every business

Do you suspect a competitor of selling Microsoft software that isn't genuine?

Please join us for the Huawei ICT Roadshow Australia 2016 – 9th & 10th August

The future of public sector IT and services revealed

Dear [firstname], your exclusive invitation to the NEW StorageCraft Cloud Services Launch

You could win an iPad Pro – just by taking a short survey

Get Office 365 and Surface Pro bundle with Ricoh at 0%\*

Shred your office phone bill with Virtual PBX

Experience the New Avaya – Embark on the Digital Transformation Journey with us

Say hello to Virtual PBX – The business phone system for the modern office

When A4 printing just doesn't cut it

- › For further assistance with compiling your subject line try some of the below resources:

<http://subjectline.com/>

<http://coschedule.com/headline-analyzer#>

<http://aminstitute.com/headline/index.htm>

<http://subject-line-checker.adestra.com>

### Proof Emails:

A list of email addresses are required so we know who to send the EDM preview proof to for approval.

## 2. HTML Version Requirements

---

- ▶ All html should be table based, with `<div>` tags kept to a minimum with no floating or absolute positioning.
- \***Note** – Using a container table for width and then an inner table with cell padding is a universally acceptable way to add padding to your EDM.
- ▶ If using CSS styling rules DO NOT embed global styles in the head tag – apply the styles individually to each element that needs them.
- \***Note** – Padding is often stripped in many mail clients, if you want to style an element use Margin.
  - Correct: `<p style="font-size:12px; font-color:#333; margin:0px 20px 5px 20px;">text goes here</p>`
- ▶ When using div tags be sure to use container divs to assign width and then nested divs to assign margin/padding (the same way as you would use tables). If assigning width and margin/padding to the one container div it will break in some email clients. E.g:
  - Incorrect: `<div style="width:600px; margin:0px 20px;">Content goes here</div>`
  - Correct : `<div style="width:600px;">`  
`<div style="margin:0px 20px;">`  
Content goes here  
`</div>`  
`</div>`
- ▶ All HTML tags must be closed. i.e.
  - `<p>text goes here.... -> incorrect (HTML tag not closed)`
  - `<p>text goes here....</p> -> correct (HTML tag closed)`
- ▶ No background images or image maps.
- ▶ Animated gifs are not accepted.
- ▶ No JavaScript.
- ▶ No Flash.
- ▶ No iFrames.
- ▶ No bookmark anchor tags to be used with HTML (they don't work in Lotus notes).
- ▶ HTML must render correctly and as desired in major browsers and in *Microsoft Outlook 2007*.

### **Important Note:**

Microsoft Outlook 2007 uses the same rendering engine as Microsoft Word 2007. This means that if the creative renders correctly in Word 2007, 99% of the time, it will render correctly in Outlook. Please ensure that your HTML creative correctly renders in Word 2007 (by opening it in Word) before submitting.

## Technical Specifications

Maximum Dimensions - Width 650px

Maximum File Size - Total file size of the HTML must be no larger than 100KB (i.e. the HTML file itself and all associated images must not exceed 100KB)

### Correct HTML styling examples

› All tags must follow standard tags (see [http://www.webmonkey.com/2010/02/html\\_cheatsheet/](http://www.webmonkey.com/2010/02/html_cheatsheet/)).

› All styles must be tag inline styles, and not referencing any external stylesheets, classes or styles at the top of the html.

Not Accepted	Accepted
<code>p { color: red; }</code>	<code>&lt;p style="color:red;"&gt;This is the paragraph text.&lt;/p&gt;</code>

› `<font>` tags shouldn't be used, `<span>` is more compliant and should be used instead.

Not Accepted	Accepted
<code>&lt;font size="2" color="blue"&gt; This is the text.&lt;/font&gt;</code>	<code>&lt;span style="color:blue;font-size:12px;"&gt; This is the text.&lt;/span&gt;</code>

› No custom tags.

Not Accepted	Accepted
<code>&lt;custom&gt;Custom tags&lt;/custom&gt;</code>	Custom tags (strip out totally)

› All HTML tags should be closed, and correctly nested.

Not Accepted	Accepted
<code>&lt;b&gt;This is bold</code>	<code>&lt;b&gt;This is bold&lt;/b&gt;</code>
<code>&lt;img src="http://www.www.com/image.gif"&gt;</code>	<code>&lt;img src="http://www.www.com/image.gif" /&gt;</code>
<code>&lt;b&gt;&lt;i&gt;This is bold and italicised&lt;/b&gt;&lt;/i&gt;</code>	<code>&lt;b&gt;&lt;i&gt;This is bold and italicised&lt;/i&gt;&lt;/b&gt;</code>

› Ensure images have widths and heights specified.

Not Accepted	Accepted
<code>&lt;img src="http://www.www.com/image.gif" /&gt;</code>	<code>&lt;img src="http://www.www.com/image.gif" width="300" height="50" /&gt;</code>

› Click through and image URLs must be absolute addresses and open a new window.

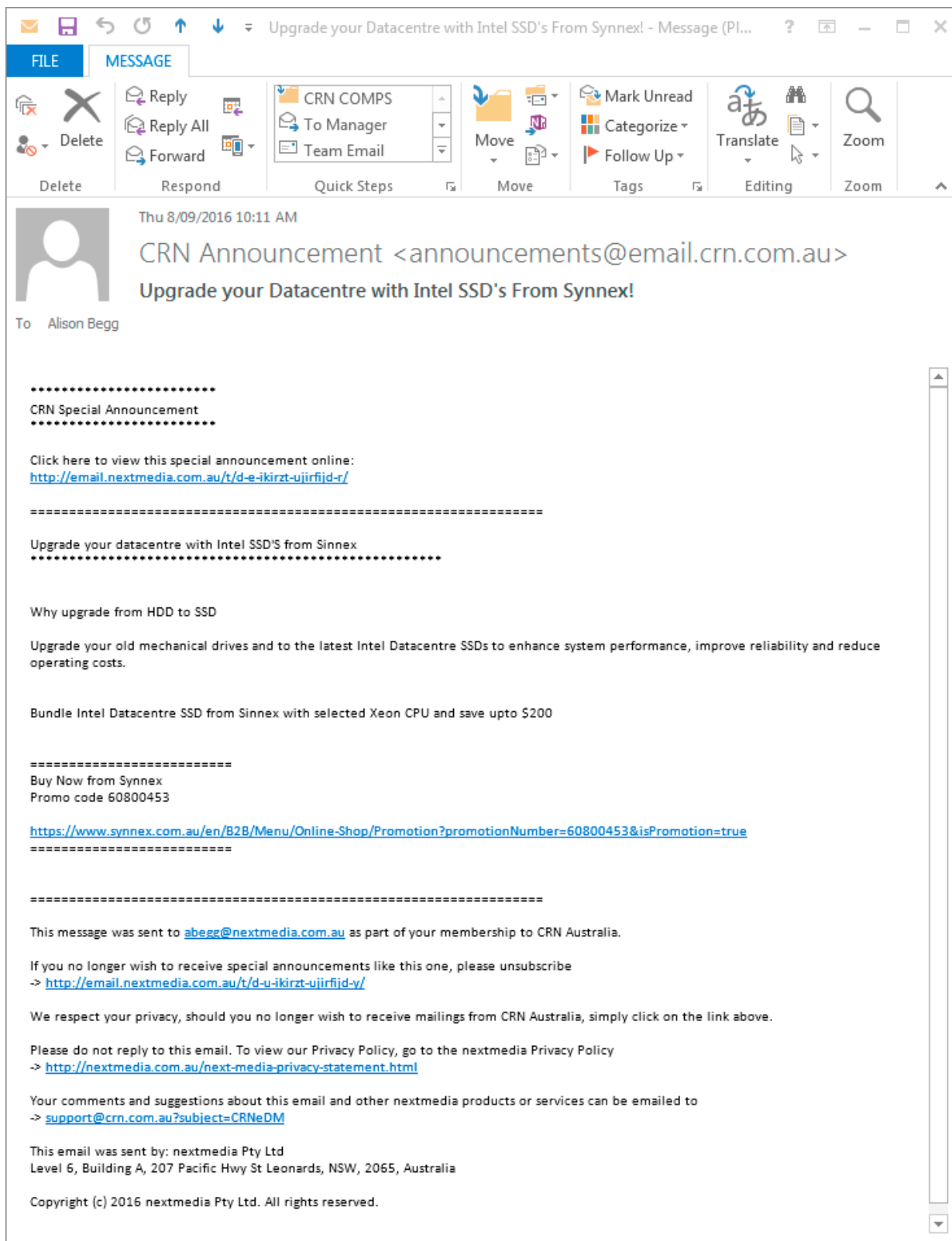
Not Accepted	Accepted
<code>&lt;a href="test.html"&gt;Link&lt;/a&gt;</code>	<code>&lt;a href="http://www.nextmedia.com.au/test.html" target="_blank"&gt;Link&lt;/a&gt;</code>

› Pixels shouldn't be specified in tags.

Not Accepted	Accepted
<code>&lt;img width="50px" /&gt;</code>	<code>&lt;img width="50" /&gt;</code>
<code>&lt;table width="600px"&gt;&lt;/table&gt;</code>	<code>&lt;table width="600"&gt;&lt;/table&gt;</code>

## 3. Text Version Requirements

Every EDM requires an alternative text-only version to be created. These are necessary for users who are unable to receive the HTML versions of the emails. Text emails must only be pure text, without any HTML tags whatsoever.



## 4. Deadlines & Further Requirements

---

- ▶ nextmedia requires that all creative be submitted one week prior to live date to allow for testing and approval.
- ▶ Please ensure that all the technical specifications are met. Creative assets that do not meet all of our specifications will be rejected, affecting the launch date of the campaign.
- ▶ An additional fee may be incurred if nextmedia is required to amend supplied creative.
- ▶ nextmedia must approve all creative prior to launch.
- ▶ Click Tracker URI's can be provided.
- ▶ If you have any further questions please contact your nextmedia representative.

## 5. Tips & Best Practices

---

### Content

- › The tone of your email should be direct (be as straightforward as you can) yet engaging and should make the reader want to know more.
- › Include clear call to action buttons and strong messages (main call to action should sit above the fold). Although, be careful not to include too many call to action buttons as the message can sometimes be lost and it may be harder for the reader to convert.
- › With specific promotions/events you should outline the top incentives & specifics in a clear and direct way.
- › All contact information for your business should be included in the email.
- › Ensure your landing page is relevant to your EDM content
- › To achieve a higher conversion rate for your EDM ensure it is one step from when clicking the call to action button to the landing page so you don't lose people along the way.
- › Stay away from videos, forms etc in the content and have these on the landing page.
- › Keep your subject line to less than 12 words in length and ensure that it includes a catchy yet direct message (be mindful of spam recognised words, exclamation marks, all capital letters etc). If you have an event invitation, product promotion, competition, special offer or a report download include this in the subject line. If your content is different to this then you can always ask a question or have a catchy phrase to get the reader's attention, although ensure the subject line is relevant to the content of the EDM.

### Layout/Design

- › Design your email so it is easy to follow and is not too text heavy. Break up any long paragraphs.
- › Include images if you can as these are great for catching the reader's eye, though try not to use too many and be sure to add 'alt' and 'title' tags to images that relate to your call to action/messages.
- › The main call to action button should sit above the fold and stand out by being a bold colour or large in size. Try to use a HTML button instead of an image button as it will render quicker.
- › Include your logo and have your colours/fonts etc in the email match your brand throughout to ensure you stay align with the focus of your brand.
- › Place your logo up the top of the email so the reader sees this straight away when viewing, normally the top left is ideal or in the centre.
- › 650 pixels is the width so be sure to design within this. This is to cater for some email client restraints.
- › More and more readers are viewing emails on their mobile so we support responsive design. If you would like to have this in your layout please refer to our specs for the requirements.
- › Keep your entire email under 100kb (this includes text and images).

### Personalisation

- › You can decide to personalise your email by placing the person's name in the subject line or the email itself. Please liaise with the Campaign Operations Manager on this when you send your creative to us.
- › Sending your email to a segmented list is another option and by doing this you can send relevant information to a selected number of people that are more likely going to be interested in your email and therefore providing a higher ROI. Please liaise with your Account Manager for our latest demographic numbers and costings for purchasing this function.

### A/B Testing

- › We can provide A/B Testing so you can choose something to test such as the subject line or call to action/content, and provide 2 different sets of creative. Then both get sent out to a small group of subscribers to decide which performed better than the best email gets sent out. Just remember to know what you're testing, and why you're testing it to ensure the A/B Testing is beneficial. We can test for best Open Rate or best Click Rate though it depends on what you are testing to which option we choose so please ensure to specify to us the difference.
- › Please liaise with your Account Manager on costings for specific A/B Testing.



## 6. EDM Examples

**CRN** SPECIAL ANNOUNCEMENT



**WEBROOT**  
Smarter Cybersecurity

A Quick Guide to Stopping Ransomware

**Are you doing enough to protect your customers from the growing threat?**

Webroot does not believe that businesses should have to choose between extortion and losing precious data.

Download our complimentary guide, which outlines **16 practical steps** that MSPs can take to protect customers from the latest (and nastiest) ransomware variants.

[Get Your Guide](#)

Sincerely,  
The Webroot Team

webroot.com 1 800 013 992

**itnews SC** SPECIAL SECURITY OFFER Presented by SC Magazine



**TAKE CONTROL**

**SAVE THE DATE**

Get ready for CLOUDSEC 2016, the leading cloud security event in Asia Pacific and Europe!

**1 September, 2016 | 8:00AM to 5:00PM**  
Sheraton on the Park, Sydney [Register Now](#)

As Cloud technology progresses, organisations are entering a new door of higher complexity in cloud adoption as well as facing more sophisticated risks. The reality is that the more apps that are migrated online, the more security breaches will occur. Cyber-attacks, ransomware and other threat vectors has changed the way that enterprise security and how networks and organisations are attacked. These threats, and the cyber criminals behind them, are evading all remaining holes from traditional security while exhibiting an intelligence, resilience and patience that has never been seen before. When it comes to security, you need to TAKE CONTROL.

New methods of solving demand new approaches to security putting CIO's security challenges more critical than ever before. The 10th year running CLOUDSEC conference is coming to Australia for the first time. If your organisation has adopted cloud or thinking about it, this event is for you.

Bring your industry insights, thought leaders, analysts, C-level executives and customer case studies to address a wide spectrum of real-world challenges and current strategies in cloud adoption and security today. Join hundreds of IT executives after thought leadership conference to learn more.

**itnews** SPECIAL ANNOUNCEMENT



**AWS SUMMIT - SYDNEY**  
April 27 - 28, 2016 - Hordern Pavilion & Royal Hall of Industries

[Learn More and Register](#)

Join us at **AWS Summit Sydney (27-28 April)**

One of the challenges you will face as an IT Professional today is to navigate your company through a period of industry transformation - an era of rapid and wholesale changes in IT.


AWS Summit in Sydney offers a 2-day learning experience free of charge\*, which gives you the opportunity to connect with the Amazon Web Services team and our ecosystem of cloud partners. Whether you are at the start or have well progressed reaping the benefits of AWS Cloud, here are 10 reasons why you should not miss the opportunity to ensure your success in the cloud.

**Reasons to attend:**

- Discover the latest services and features of the AWS Cloud and learn how to put

**CRN** SPECIAL ANNOUNCEMENT

**ConnectWise**



**THE ULTIMATE GUIDE TO AS-A-SERVICE**  
Your #1 Resource for Building a Recurring Revenue Practice

[DOWNLOAD THE GUIDE](#)

**Ready to move to as-a-service, but don't know where to start?**

Look no further! **The Ultimate Guide to As-A-Service** is the most comprehensive guide, with everything you need to know about an as-a-service business model.

Covering topics like business planning, sales strategy, cash flow and more, this handbook will help you navigate the transition with confidence and start putting ideas into practice.

[Start your journey towards recurring revenue success!](#)