

Email Blast Specifications

Design Requirements Overview*

- Maximum width: 600 pixels
- Recommended length: 600 to 800 pixels
- Maximum collective images size: 300 kb
- Use in-line CSS styles
- Layout with tables
- No image maps (image slices are acceptable)
- No png images – jpegs are preferred, gifs and other formats are discouraged
- Must be optimized for Outlook 2003, 2007

Checklist of Deliverables**

- Deadline is 1 week prior to send date
- .html file
- Subject line
- Zipped folder containing all images

*See Email Blast Design Guidelines for detailed information.

**Submitted files that are not created to specifications are subject to a \$95 correction fee or request for correction and resubmission (which will affect the send date).