

TECHNICAL SPECIFICATIONS PARTNERMAILS

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FORMAT	WIDTH	MAX FILE SIZE	CHARACTERS
HTML VERSION	600 px**	50 kb*	NA
TEXT VERSION	NA	NA	65 char/line

* Maximum file size of the html document is 50kb.

** The maximum total size (including images) should not exceed 250kb.

** We accept both pixel based and responsive html pages with a max. width of 600px.

GENERAL

- ▶ Deliver 1 HTML document.
- ▶ Please include a subject for the mailing.
- ▶ Please provide e-mail addresses for the test mails.
- ▶ Do not create an e-mail composed exclusively with images.

DELIVERY ADDRESS

All material should be sent to designstudio.online@mediahuis.be

Delivery delay 5 business days before the start of the campaign.

This deadline is set in order to ensure your campaign begins on schedule.

Although the delivery delay for material is 5 days, segmentation info as well as the sending date should be determined 15 days before the start of the campaign due to a strict flight plan.

RECOMMENDATIONS

SUBJECT LINES

- ▶ Important for the opening rate: research shows that nearly 60% of the recipients on the basis of the subject line decides whether he / she will open the mail or not. Pay attention to this.
- ▶ Words such as Free, etc ... have a positive impact on the open-rate, but a negative one on spam filters.
- ▶ Try in the subject line to give a clear idea what's the mail about.
- ▶ Limit the subject line to 50 characters / 6 words.

MAIL

- ▶ Many email clients block images: message must be readable and understandable without images.
- ▶ Don't forget the call to action (not only images but also in the text).
- ▶ Minimum 1 Call-to-action should be visible without scrolling
- ▶ Provide a text version.
- ▶ Studies show that commercial e-mails are viewed just a few seconds: be sure that the message is clear at the first sight.
- ▶ Keep the mail short and concise: more information can always be putted on the landing pages.