

## Instructions for preparing content for direct e-mail

- The recommended width of the content is 600 pixels.
- The height (length) of the content is not fixed. However, we recommend that your content is brief and concise.
- We do not recommend overly complex divisions of content. Divisions should utilize tables and not <div> and <html> elements, since their layout in various e-mail clients can often be inaccurate, causing recipients to receive messages with layouts that were not intended by the advertiser.
- We further recommend that instead of a division you use an image that is not part of the background (style property: background image) but is instead inserted into <html> via the <img> element with a usemap of hyperlinks (attribute usemap on <img> and supportive <html> element map).
- Style should be written in-line, e.g. <p style="font-size: 11.0pt; font-family: 'Arial','sans-serif'; color: #444">.
- Images in the content should be no longer than 1000 pixels, otherwise they will get automatically cropped in Microsoft Outlook. This problem can be avoided by splitting an image that is longer than 1000 pixels into segments shorter than 1000 pixels, and then adding display: block to style of each image element <img>.
- Due to limitations of some e-mail providers we recommend that the length of hyperlinks does not exceed 1000 characters, and that the hyperlinks on graphic elements are active over the entire area of the element (not only in one part of it).
- Charset selection is not relevant. It can be UTF-8, win-1250 or iso-8859-2.
- Hyperlinks within the message which are intended to measure response or direct users to a website should use absolute URLs and lead to the advertiser's server or a server of their choice, because our servers do not provide webhosting at the moment.
- The advertiser should provide the subject of the message – we recommend a headline that will draw attention and persuade a user to open the e-mail and read its content. We advise against the use of all capital letters.
- You can prepare a template in the HTML form by following these instructions, in Microsoft Word, or as an image (in the .jpg, .png, .bmp or .gif format), and send it with all the accompanying graphic elements and hyperlinks to [urednistvo@tsmedia.si](mailto:urednistvo@tsmedia.si) at least three days before the agreed upon date of sending.
- Upon receiving your input material we will place the content in our template with the official header, which is readily recognized by the users, and footer containing a disclaimer and a withdrawal option. The composed message will be sent back to you for confirmation.
- The confirmed message will be then sent on the agreed upon date and time to a selected number of e-mail recipients.