EMAIL MARKETING
Specifications

There are two options for providing materials for emails:

• Option 1 – Provide complete html file, with embedded links to all images (do not send images). Max width of email is 650 px. Must include responsive code. Lubes'n'Greases will not edit html code supplied by advertisers.

• Option 2 – Provide all copy and images. Lubes'n'Greases will design and test the email. Note specs below.

	Images (w x h)	All File Formats & Sizes	Notes
Header image	650 x 240 px	. jpg, .png or .gif No animated .gifs, motion graphics, videos or sound files 100 kB max 72 dpi RGB color	The header image may contain text pre-applied by advertiser. The text on the header image will not be viewable if images are suppressed in a recipient's email software. Therefore, it is recommended the advertiser supply "alternate or alt text" that matches the text applied on the image. Recommended word count for text applied to image: 5-10 words (30-50 characters) max. Provide the URL to which the header image will link.
Company logo	100 x 100 px		Provide the URL to which the company logo will link.
Body copy	-----	MS Word file	Use basic format/styling (bolds, italics) as direction to Lubes'n'Greases email designers. Font for all email copy is Arial/Helvetica/Sans-Serif. Headlines and sub headlines: recommend 5-10 words (30-50 characters). Provide any URLs to link from email.
Button	-----	-----	Provide the text that will appear in the button; 1-3 words recommend. Lubes'n'Greases email designer will choose button color. Provide the URL to which the button will link.

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