

E-Blast Specs

1. Requirements for ALL E-Blasts

1. Content
 - May feature only ONE product or service.
 - Must meet with C.A.R. approval.
2. Word Count
 - 50 word minimum.
 - 500 word maximum.
3. Subject Line
 - Use enticing phrasing.
 - 2 word minimum.
 - 12 word, 150 character maximum.
 - All capital letters not accepted.
 - Must meet C.A.R. approval.
4. Graphics / Images
 - png, gif89a, gif, jpg accepted.
 - 72 DPI.
 - Flash, Rich Media, and Javascript are not available in e-media products.
 - Images must be placed on advertiser's server and made publicly accessible.
 - We recommend against using background images.
 - Full image paths in the code must be used.
 - example:
 - <http://www.yoursite.com/graphics/graphic1.jpg>
5. Links
 - Links to PDF, Word Documents or other non-traditional "web page" links within an email MUST be clearly identified.
 - No links directly to recruitment and/or employment solicitation.
 - Such messaging must be at least 2 clicks away.
6. Text Version
 - Please provide separate plain text version for those users who cannot view images or HTML.

2. For Clients Providing HTML

1. HTML File Size
 - Must be 550 pixels wide.
 - 1,500 pixels high maximum.
 - 250k maximum file size, including images.
2. HTML Code
 - Use XHTML 1.0 Strict Coding.
 - 70% text minimum.
 - 30% images maximum.
 - Must use table-based layouts.
 - No pseudo classes.

3. We allow the use of image maps, custom CSS, WebFonts.
4. Use of JavaScript is not allowed.

3. For Clients Providing Text and Images Only

1. File Size
 - 10k maximum.
2. Links
 - Provide detailed linking instructions.
 - URL(s) for text, images, and logo.
 - 30% images maximum.
 - Must use table-based layouts.
 - No pseudo classes.
3. Text
 - E-blast will appear in Arial 10-12 point type unless otherwise specified.
 - Headline recommended.

4. Deadlines

1. All creative is due a minimum of ten business days prior to flight date for initial review.
2. Materials not submitted by the specified due date will be sent out at the discretion of C.A.R.
3. Send all e-blast materials to your ad rep.

5. General Guidelines

1. Give the user a reason to open the email - a discount, a special offer or a freebie.
 - Distinguish your email from spam offers users may receive.
2. Use a small number of images.
3. Avoid large images at the top of your email.
4. Use web-friendly fonts for text - Arial, Times, Helvetica and Courier.
 - All email clients have different capabilities for displaying text. Using a non-standard font may affect the readability of your message.

6. Policies

1. All e-blasts are subject to final approval by C.A.R. and will adhere to C.A.R. format and privacy policies.
2. C.A.R. does not sell, rent, or release email addresses, user information, or lists in any capacity.
3. C.A.R. has the right to review and approve content in order to ensure it is able to be delivered to our list, obtains the best open rate and does not place our domain in danger of inclusion in spam lists.

All e-blast content is subject to final approval by C.A.R. Content may be edited as required for grammar, space, and content.