FARMERS E-NEWSLETTERS

Best Practice and Design Tips

A GUIDE FOR ADVERTISERS

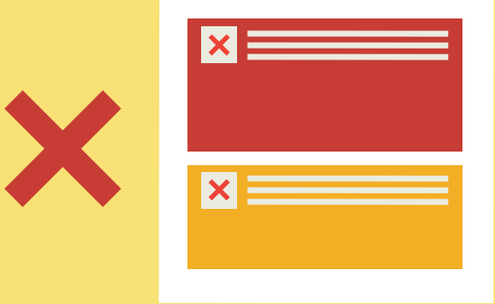
Email newsletter briefing & specifications

Layout and Visual Impact

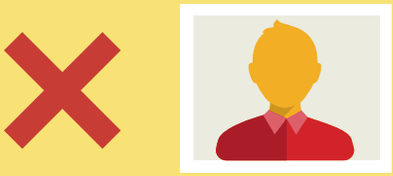
Do's vs **Don'ts**

Your header should contain clear branding of your product

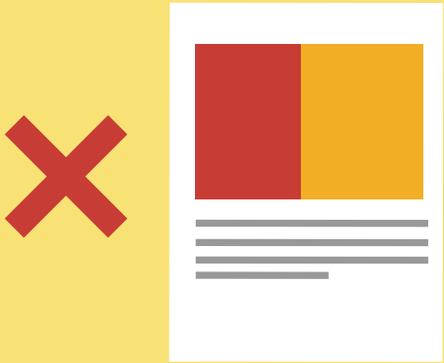
The header should be made up of text and images



Call-to-actions should not be solely in the image



The text and image ratio within the body of the email should be well balanced (60/40 or less)



Call-to-actions should be clear & enticing

Background images are not supported

Solid Background

Image Background

Copy and Content

abc...

Use short sentences and paragraphs

<link>

To make responding as simple as possible for recipients, ensure that links to your website are clear, relevant and repeated throughout both the text and images within your email

Find out more...
Read more here...

“Find out more...” and ”Read more here...” both work really well

Download Here

Ensure that your primary call to action displays, even with the images blocked

- **first**
- **second**

Highlight key points using a bulleted list

• third	
Arial **Helvetica**	Stick to web safe standard fonts and try to avoid using too many different font types and sizes
ABC...	AVOID USING CONSECUTIVE CAPITAL LETTERS
Attention!	SPAM words include: Click here, $$$, Act now!, Attention
1,000px	The height of the copy should not exceed 1,000 pixels. This then becomes too long and can be off putting
mailto:	Avoid mailto: links as they cannot be tracked

How we will work together

1. **The client will provide all the text, images & links through to the respective pages of their website as well as a layout of how they wish to email to be set.**

2. **The client will be sent a proof of their email before it is due to be distributed; at this point they will have the opportunity to make any necessary changes.**

3

Only one set of changes can be made to your proof and a final version will be sent to the client for approval only.

What we won't accept

Copy consisting of just one large graphic, or copy made entirely of images.

Templates over 600 pixels wide

<p> and tags

Embedded and external CSS styles as this will not display correctly in Outlook 2007/2010.

Flash and Rich Media files

Images that are deeper than 250px

Phone numbers on any advertising positions

Background images - Outlook 2007 and 2010 will not support background images of any kind, regardless of whether you apply them using standard HTML or CSS.

Shorthand coding. Colour code should be the standard #xxxxxx; Font style should be broken downto individual components font-family, font-size, and line-height.

Transparent images to create spaces in the email layout as this will cause rendering issues across multiple email providers. Spacer images can also cause emails being filtered as spam.

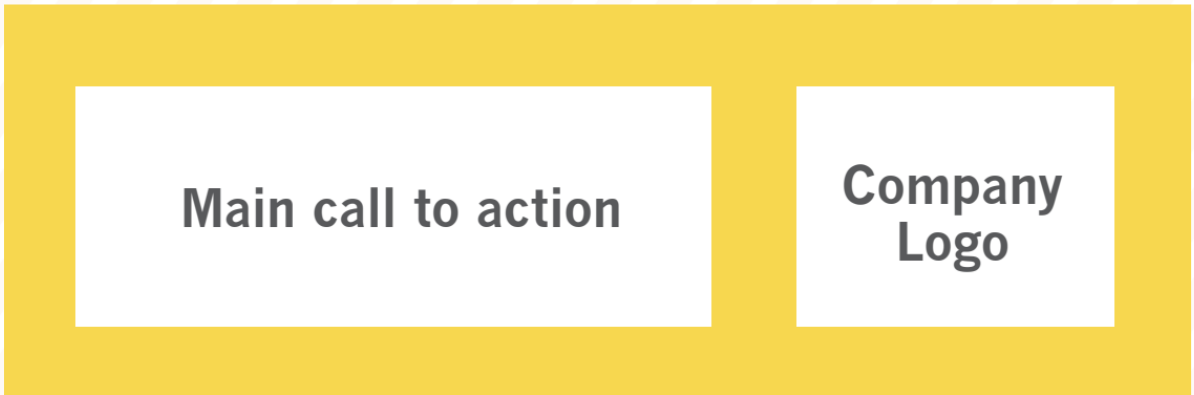
JPEG, GIF and animated GIF files over 40kb

What we require for html

<table>	HTML code is in a <table> tag structure
<title>	Only define <title> in the <head> section, delete everything else like <meta> tags etc.
cells	Table and cell widths need to be defined, otherwise the HTML will not display correctly in Outlook 2007/2010
bg	If using background colour for the whole email, create a 100% wide frame table to include all the internal layout tables, and define the colour property in this <table> tag, not in the <body> tag.
font	Font family should be defined using a sequence of styles, eg. font-family:Arial,Helvetica,sans-serif.
px	Font size should be coded using px
<a>	Inline styling for links <a>, should only include the text-decoration, colour and font style properties, and always use target="_blank"
JPEG	Image types supplied are JPEG, GIF and animated GIF files

RGB	Images supplied are in RGB format
HTML	Images are sent alongside the HTML, so that these can be hosted locally
tags	Provide alt tags and title tags for all images
£ & $	Special characters, such as £, &, $, to be coded using HTML code
padding	Apply CSS padding with caution - Outlook 2007 and 2010 will display the padding across all cells in the same row, not just the cell specified.

Email layouts we recommend



Content

(mixture of images & texts)

Content

(mixture of images & texts)

Footer Details

Company Logo

Main call to action

Content

(mixture of images & texts)

Footer Details

Mobile rendering considerations

Your copy should be short, sharp and to the point

Bring the most relevant information in the email to the top

Your content will be stacked so consider this in your layout creation

Images will be re-sized so any text within these images are likely to be greatly reduced. Therefore make sure your Call-to-Actions are clear and minimal and recur in the text of the advert.

For clients who can't provide HTML

Max 200 words of text, plus headline and link(s) in a word doc

Header image/banner, max 300 pixels wide, in a gif or jpg format (max file size 40kb)

1 additional body image, max wide 200 pixels, in a gif or jpg format (max file size 40kb)

If needed, Footer image/banner, max 600 pixels, in a gif or jpg format (max file size 40kb)