

Technical specifications: Partnermails

TECHNICAL SPECIFICATIONS

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 adops@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.

RECOMENDATIONS

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 put on the landing pages