

SUPPLYING E-SHOTS TO PROPEL



Please supply the e-Shot as a **.HTML file**, emailed to jonathan.taylor@propelinfo.com

Alternatively, you can send us a link to your **HTML code** directly from a hosted URL, which we can import.

If you construct your HTML using **MailChimp**, you can save your campaign as a template and then in Templates share it with jonathan.taylor@propelinfo.com, so we can import your e-Shot directly.

Include all **URLs, email** and **social media links** within your HTML file, and supply an **email subject line** and a separate document containing a **plain text version** of your e-Shot.

Templates should be **600 pixels wide**.

Use only **absolute links for images**, and host those images on a reliable webserver, or supply an images folder with the .HTML file.

Avoid elements that require **Flash** or **JavaScript**. If you need motion in an email, it will need to be within a **.GIF file**. Some email clients will not play animated files, and freeze it on the first frame instead, so ensure that all vital information is on the first slide. Images can be initially blocked by email clients and need alternative descriptions. Background images will completely fail to display on some email clients.

Use cross-platform fonts such as **Arial, Verdana, Georgia, and Times New Roman**. If you need to use specific fonts for part of the text, such as the headline, it should be saved as an image, either a **.JPEG** or **.PNG** file.

Use **grid-based layers** and avoid complicated elements that require HTML floats or positioning. Code all structure using the table element. For more complicated layouts, you should nest tables to build complex structures. Use element attributes (such as cellpadding, valign, and width) to set table dimensions. This forces a box-model structure. Keep simple and inline CSS.



If you require help putting together your .HTML file please email

Jo Charity: jo.charity@propelinfo.com

or

Jill Harrington: jill.harrington@propelinfo.com