

# Dedicated Email Guidelines

## Design & Graphics Specifications for HTML Emails

- Email must be provided as an HTML file with .JPG or .PNG images
- Maximum file size is 1MB; 72 dpi is recommended per image
- Multi-part MIME is supported
- Maximum internal display area is 580 pixels wide and 1000 pixels high
- No video, audio, flash or GIFs are supported
- ALT tags must be added to all images and links should be provided
- Subject line must be provided; maximum 75 characters
- Diversified Communications will run deliverability tests on provided HTML files and request that changes are made if usability, spam or rendering issues are present

### Recommendations for HTML Emails

- ✓ Optimize HTML content across various common email clients. Be sure to check the email's appearance before submitting materials.
- ✓ Use a combination of 70% text and 30% images; a design that is entirely a linked image is not recommended

## Process

- Diversified Communications will test email within 2 business days of receipt of all materials and send to customer for approval.
- Customer will approve or request adjustments within 24 hours of test send.
- Email will not deploy without customer approval.

### Materials Deadline

- 7 business days prior to email deployment

*Failure of Sponsor to remit proper content, materials, graphics and digital assets within that time frame will result in delay of launch*

### Commercial UAV Expo/ News Branding

- "Sponsored Email" and our branding will be included in the header of the email

### Lists

- Pre-Show Email – Pre-registered attendees
- Post-Show Email – Verified attendees
- Commercial UAV News Email – Commercial UAV News Subscribers

### Reporting

Metrics are available on request and contain open rate and click through rate