

# DIGITAL ADVERTISING GUIDELINES



## EMAIL DIRECT MARKETING

### AD SPECIFICATIONS

CREATIVE FORMAT	WIDTH (PIXELS)	MAX INITIAL FILE LOAD SIZE	CREATIVE NOTES	UNIT-SPECIFIC NOTES (SEE GENERAL AD REQUIREMENTS BELOW)
HTML	550	60kb	Include landing URL, hyperlinks and other redirects in the HTML coding	
JPG	800	60kb	Landing URL, hyperlinks and other redirects required	

### GENERAL AD REQUIREMENTS (Apply To All Ads)

#### Positioning:

Main images should be placed at the topmost part of the image

#### Image:

Use alt and title tags on images, this will help you reading the email when no images are downloaded

#### Submission Lead Time:

Minimum lead time for ad file submission is 3 days before campaign start.