

adMail Material Specifications

Acceptable File Formats

If creative for the ad is pre-existing, please submit HTML coding or a PDF of the ad layout to be recreated. Image files for photos must be attached separately and .jpg and .eps files are preferred. Images must be at least 72 pixels in size.

To have *Hardwood Floors* design your adMail, please submit no more than 250 words of copy and one or two images. Provide a text file including the ad copy as well a text file with layout instructions. Please include a subject line. Text will be copied and pasted exactly how it is received.

Text to Image Ratio

Don't rely solely on graphics to get your message across; some email clients automatically disable images. Note that the text to image ratio should be 75% copy to 25% graphics.

URL/Email Links

Include a full list of URLs and email addresses for all links.

SPAM Flaggng

Avoid spam trigger words to prevent your email from being tagged as spam by your customer's email server. Visit the following site for a partial list of spam triggers:
http://www.wilsonweb.com/wmt8/spamfilter_phrases.htm

Lead Times

All materials must be submitted five business days prior to scheduled email send date. Late materials may result in a postponed send date.

Proofing Process

A proof will be sent to you from this address:
ProofCopy@AthleticBusiness.com

While we do our best to provide you with an error-free proof, please review your adMail carefully. Please verify phone numbers, links, email addresses and other data.

THANK YOU FOR YOUR BUSINESS!

Contact your Sales Representative and schedule your adMail TODAY!

Kris Thimmesh

(800) 722-8764, ext. 107

Kris@HardwoodFloorsmag.com

