



HTML Blasts: Specs and Instructions

Your HTML email delivers your graphically enhanced, custom-crafted message and web links to 5,000 targeted professionals from *Training's* email subscriber database.

HTML blasts are scheduled for Tuesdays/Wednesdays/Thursdays year-round - please consult your production manager, Bethany Lewis, if you have not yet scheduled your blast date (Bethany@TrainingMag.com).

HTML materials are due **three business days prior** to the scheduled transmission date and should be sent to both Bethany@TrainingMag.com and Jeremy@TewsInteractive.com. Please mark your calendar to recall the due date - you will also receive an email reminder the week prior to the blast if your file has not yet been received.

In addition to your complete HTML file, the following materials are also required:

- **Language for the email subject line.**
- **The email addresses for those in your organization who should receive and approve the test transmission** (no limit on the number of test recipients). The HTML email will not go live until approval of the test has been received. *This approval assumes all creative elements, message, and subject line are acceptable, and any tracking elements have been tested and verified.*
- **Training recipient list demographic selections** (this is available only for paid HTML blasts and is not offered for value-added campaigns) - up to three filters may be chosen and are subject to approval by your production team (see accompanying demographic menu).

When creating your HTML file, please follow these production specs and requirements:

- No Flash content as it is not rendered well by all email clients.
- Recommended size of HTML file: 600-800 pixels wide; length is at your discretion.
- Host all images on an external server.
- Include your company's physical street address (recommended placement is in the footer).
- Place any/all tracking tags in HTML file prior to submission.
- When creating a subject line and formatting your content, we recommend having a tailored offer that would entice recipients to open the email (i.e. "Special offer just for *Training Magazine* subscribers").

Performance metrics are available one week after transmission and by request only.

All files can be submitted by email to
Bethany@TrainingMag.com and Jeremy@TewsInteractive.com

Please direct any questions to Bethany@TrainingMag.com.