

**EMAIL SPECIFICATIONS**

Bonnier Corporation is committed to following eMail marketing best practices to with the goal of optimal delivery of your eMail effort to subscribers' inboxes. Adhering to the specifications outlined in this document will ensure that your eMail has the best possible chance to be received by our subscribers. EMail's are deployed to our subscribers based on Bonnier Corporation's EMail Policy and each brand unit's eMail schedule. In order to schedule a mailing we require eMail creative to comply with the below items. We cannot schedule an eMail until all of the items below are supplied.

**CHECKLIST FOR DELIVERABLES**

- HTML file or PSD file
- TEXT version of eMail creative
- Subject line
- Test and seed lists
- Suppression lists, if applicable if Bonnier's eMail team is creating the HTML. See below for details

There are two options for delivering content to the eMail team for deployment:

1. You can deliver fully coded and validated HTML. If you deliver HTML, the eMail team will need (five business days) to process your send request, provided your eMail meets the standards noted below. Any eMails that do not meet the specs below risk a delay in sending

2. If you do not have the resources to deliver an HTML file the eMail team can create the eMail for you. If we are provided a layered PSD file, we will require 7 business days.

**HTML**

HTML document must include an appropriate doc type and character encoding parameter (utf-8 and ISO 8859-1 are acceptable). If you are unsure about which character encoding to use, please use utf-8. Learn more about doc-

type: [http://www.w3schools.com/tags/tag\\_DOCTYPE.asp](http://www.w3schools.com/tags/tag_DOCTYPE.asp)  
 Learn more about character encoding here: <http://htmlpurifier.org/docs/enduser-utf8.html>. Absolutely no javascript, actionscript, flash/swf files, videos, image maps, or forms should be included. CSS may be included in the form of Inline CSS. Embedded style sheets are not widely supported and are therefore not recommended.

Learn more about CSS support across the major eMail clients: <http://www.campaignmonitor.com/css/>  
 All images must include relevant, descriptive ALT tags. If ALT text is not required for an image, the best practice is to still include a null ALT: alt=""

The maximum width of HTML creative is 650px. The best practice is 569px for standard preview panes, while the average Outlook preview pane is only 440px wide.

Creative in the form of one or several images with no HTML text is unacceptable and will be returned to the brand team or client for revision. Primary message content should be included in your message as HTML text, not text embedded in images. A low text-to-image ratio will increase your eMail's spam rating, dramatically decreasing the likelihood that the message will be delivered to the subscriber's inbox. In addition, many subscribers' eMail clients will not automatically download images. Using HTML text in your message ensures that subscribers will still be able to read your content without images downloaded.

All images must be jpg and/or gif formats. SilverPop does not accept other image file types. Images may be hosted on the client's server, Bonnier server, or by SilverPop. The eMail team handles the SilverPop server and other server options should be setup with the client or marketing team. Make certain the HTML file contains absolute file paths for all images. If delivered as fully coded, please make sure your HTML file includes valid links. Do not include blank or placeholder links, such as href="#". The delivered HTML file weight should not exceed 50K. 20-25K is the recommended file size. Please ensure that

your HTML code is valid/clean and that you have tested eMail creative in multiple environments (eMail clients and browsers). Validation can be performed here: <http://validator.w3.org/>. The EMail Team will also test your HTML in the leading eMail clients and browsers prior to deployment, however, any issues affecting deliverability or rendering will risk a delay in sending. All headers and footers above and below the creative will be inserted by the Bonnier Corporation EMail Team or the Bonnier Corporation Brand Team. For more information on common HTML eMail mistakes, please follow this link: <http://www.mailchimp.com/kb/article/top-html-eMail-coding-mistakes>

**PSD**

The design should have a maximum width of 650px. The best practice is 569px for standard preview panes, while the average Outlook preview pane is only 440px wide. The design should be provided as a layered PSD (Photoshop file). Submissions should not be jpgs, pdfs or other flat image formats.

The PSD should have text in a separate, selectable layer. The eMail should be designed with an eye to how it will be coded and how it will render in various eMail clients. For assistance with this, please contact the eMail Team directly.

**Text Version**

It is a mandatory requirement from all ISP clients that a text version is available to customers. We cannot schedule your mailing without it. Relying on the eMail Team to create your text version will result in a delay of scheduling your mailing. The Bonnier Corporation Brand Team will provide text header and footer for use in the text version of the eMail. The text version should include all text and links from the html version. Inconsistent content between the HTML and TEXT versions of an eMail can negtivel impact deliver-

ability. The text version should be created in a plain text editor such as Notepad, TextEdit, Adobe Dreamweaver, TextWrangler, BBEdit or a similar application, and sent to the Bonnier Corporation EMail Team in the .txt format. If created in a word processing program, such as Microsoft Word, the TEXT content should be copied and pasted into one of the previously mentioned applications and saved as a .txt file before being sent. This will ensure any html formatting behind the text is removed and will not show up as foreign charaters on the live send. Please make sure your TEXT file includes valid links. Do not include blank or placeholder links, such as href="#".

**Subject Line**

Subject lines should not exceed 60 characters (including spaces). For best results, plan for 30-40 characters of text (including spaces) with a front-loaded message (most important information at the beginning of the phrase).

**Seed and Test List**

A client seed list should include a list of first names, last names, and eMail addresses of seed recipients. Seed lists larger than five (5) recipients should be provided in the form of a .csv file.

**Suppression List**

Where applicable, please provide an opt-out list for scrubbing against our lists. These files should be delivered to the EMail Team in a secure manner no fewer than 3 days prior to the scheduled eMail deployment date, in a .txt or .csv file format.

**ONLINE STANDARD GUIDELINES**

- DoubleClick is used to serve all Bonnier Corp advertisements
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted are .jpg, .gif, .swf and .html
- Max initial load file size should not exceed 40k

**THIRD PARTY SPECIFICATIONS**

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

Approved Third Party Ad Tags:  
 Atlas, Bluestreak, Doubleclick, Interpolls, Mediaplex

Approved Third Party Rich Media:  
 Eyeblaster, EyeReturn, Eyewonder, Pointroll, Unicast

**EXPANDING ADS**

- 728x90 expands down to 728x270
- 300x250 expands left to 550x250
- 160x600 expands left to 480x600

**MOUSE OVER / MOUSE OFF**

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

**FLASH AD UNITS**

- Flash files served via DoubleClick must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to

users who do not accept Flash

- A click through URL must be supplied
- We accept flash version 6-10

**HOW TO CODE FLASH FILES WITH THE CORRECT ACTION SCRIPT**

- Create an invisible button over the area that you want 'active/clickable' to users.
- On the invisible button, put the following action: on (release) {getURL (\_level0.clickTag, "\_blank");}

**ENEWSLETTER BANNER**

- 728x90 or 300x20
- JPG or GIF
- 30k max

**These guidelines are consistent with the Interactive Advertising Bureau specifications at iab.net**

**CONTACTS**

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