<u>Made In-house Custom Email Specs:</u>

If a client does not have the ability to create an HTML (this should not apply to agencies) send production the following materials:

- **<u>Header:</u>** Main Image at least 600 pixels wide - .jpg, .png, or .gif
- **<u>Company Logo:</u>** (if they want to use one) High Resolution
- **<u>Headline and/or Subject Line:</u>** 100 Characters Max
- **<u>Body Copy</u>**: 1000 Characters Max
- **<u>Call to Action:</u>** CTA for a button i.e. "*Learn More*", "*Download* "…
- **<u>URLs:</u>** for anything they want linked in the HTML file.

<u>Layout example</u> (choose one from links below, or another example. Otherwise, a Word or PDF Document displaying the general look or outlining a layout description)

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[Steute Meditech Inc](#)
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