

# 2022 Digital Ad Specs

## E-mail Marketing

### FA's General Policy includes:

- All assets are due (5) business days prior to launch
- All content subject to approval by FA
- Impression or click tracking pixel accepted
- All 3rd party tracking must be implemented by client prior to sending to FA
- HTML utilized more than once will require a new subject line with the previous opens scrubbed out

TYPE	REQUIRED	DESCRIPTION	FILE SIZE & TYPE	GUIDELINES
Dedicated eBlasts	HTML File	Rendering of email to be distributed	HTML must be ready to send and not exceed 600 pixels across content area  File size should not exceed 60k 150k characters	Images to be hosted by client only  FA will not convert MS Word files or alter HTML code  All 3rd party tracking must be implemented by client prior to sending to FA  Mapping in HTML code not recommended  Consider Microsoft Outlook 2017 through present when building HTML
	Styling	For elements that are not under the global or inline styling	N/A	Inline styling is best to ensure rendering compatibility across various email clients.  Link styling works best when applied directly to the opening <a> tag. Example: <a style="color: #999999" href="http://...." >
	Subject Line	Headline for send	N/A	Suggested length is 8 words or less  Avoid special characters or symbols (ex: \$, !, “)
	Test List	E-mail address(es) for approval	N/A	10 e-mail addresses maximum
	Optional: Suppression List	List of email address that cannot receive the e-mail	.csv, .xls or .txt only	Domain suppression lists are limited to <100
	Optional: Text File	For display on text only devices or email clients	Text version of HTML	By default, our email marketing platform automatically produces an alternate text version
E-Newsletter Banner and/or Text Insert	Half Page Banner	Static banner image in e-newsletter	300x600 pixels  100K static; no animation  Static PNG, JPEG or GIF with URL	No iFrames, JavaScript or DoubleClick “jump” tags  3 <sup>rd</sup> party click and/or impression tracking pixel accepted
	Native Text Insert	Title and blurb	Text URL	Title - 8 words or less  Blurb - 20 words or less

Need more? Contact [info@fa-mag.com](mailto:info@fa-mag.com)

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