

Email - Solus

Creative

- Flat HTML to be emailed to City A.M.
- No animated gifs or flash – static .png or .jpg
- Responsive email templates: we support, alert us if your template is responsive
- Links: Please provide click through links with unique tracking code
- Text Links and Phishing: All links to be hidden behind text
- Don't use spam phrases like 'click here' or 'discount'; no exclamation marks; no use of CAPS
- Improve CTR: We recommend clear calls to action and incentives to click.
- All emails will have a City A.M. header and footer added to the html for consistency
- Unsubscribe and view in browser link: City A.M. will manage in the header and footer
- Avoid high ratio of images to text as this increases spam score
- Images: please host images yourself and use alt text
- Personalisation: we cannot offer personalisation for the salutation
- Subject line: Please supply a subject line, no longer than 65 characters (including spaces)
- Sender: City A.M.
- Send out times: to be discussed at time of booking

Max width 600px



Please provide all assets 3 working days before live date