Solus Emails

Assets:

- Flat HTML to be emailed to City A.M.
- Links: Please provide click through links with the unique tracking code
- Text Links and Phishing: All links to be hidden behind text
- Don't use spam phrases like 'click here' or 'discount'
- Avoid an overuse of exclamation marks & capital letters
- Avoid a high ratio of images to text as this increases spam score
- Improve CTR: We recommend a clear call to action and incentive to encourage clicks
- 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
- Images: Please host images yourself and use alt text
- Personalisation: We cannot offer personalisation for the name or salutation of recipient
- Subject line: Please supply a subject line that is no longer than 65 characters (including spaces)
- Sender: City A.M.
- Send out times: Usually 10am but alternatives can be discussed at time of booking

Asset deadline: 5 working days prior to live date