

2021 NIADA | NABD Partner Email Campaign Specs

Content

1. HTML File

- **Dimensions:** Maximum width of 650px
- **Images:** Should either be linked from your server or sent in a compressed folder
- **Links:** All external click-thru links should be embedded in the HTML

2. Text Version

- Document containing a plain-text version of the email for subscribers who can't view HTML

3. Subject Line + Preview Text

- Both should be 50 characters or less. Preview text is a text preview of the content inside the email that displays alongside the subject line.

4. Do **NOT** include an Unsubscribe link, Web Version link, or a Whitelist link

Deadlines

Email content is due one week before the campaign distribution date. Once received, you will receive a test of the campaign for approval. Test emails are granted if the content is delivered on time & if time permits. Content should be delivered to Staci King at staci@niada.com. *NIADA reserves the right to adjust deadline and distribution dates as appropriate.*

- * Last chance to send email content or instructions is **three business days before send date** or it will be omitted from our email marketing calendar and not rescheduled

Disclaimer

- NIADA accepts no liability for the content of your email or for the consequences of any actions taken on the basis of the information provided
- NIADA is not responsible for errors / omissions / content or cancellation of events
- NIADA does not design ads for its advertisers. If you need help developing an ad, we can refer you to a graphic designer. While every effort will be made by the Association to adhere to schedules for email blasts, the Association reserves the right to delay schedules on an as-needed basis, and will fulfill agreements as soon as possible.
- Partner campaigns sent to NIADA members will be distributed to all members – including vendors – unless otherwise specified by the client before distribution.

Helpful Tips

- **Responsive / Mobile-Optimized Designs.** With the increase of the mobile audience, you should always use responsive, mobile-friendly templates and be sure to test on all types of mobile devices.
- **Easily Clickable.** Increase your click-through rate and customer satisfaction with “call to action” buttons and links that are large and easy for the user to find.
- **Keep it Simple.** Simpler designs, such as a single column, work well across more platforms. The more complicated the design, the more you need to test and debug.
- **Animated Gifs.** Be aware that animated gifs are not fully supported across email platforms, and most will display only the first frame of the animation.