

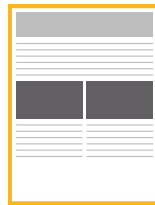
# Email Marketing Guidelines

Below are some best practices which can maximize your open rates and click-throughs, aid in the design process, and help keep your emails out of spam filters.

## Style Options

It's generally helpful to select a template to start with. This jumpstarts the design process and gives structure to your content.

1:2 columns



1:2 columns w/left sidebar



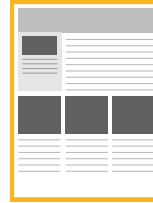
1:2 columns w/right sidebar



1:3 columns



1:3 columns w/left sidebar



1:3 columns w/right sidebar

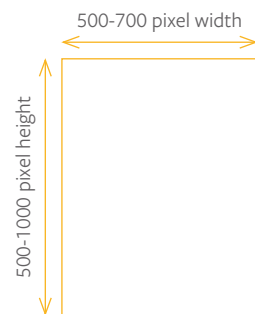


## Subject Line

- Maximum 80 Characters
- Important keywords should appear in the first 5-7 words.
- No HTML in the subject line

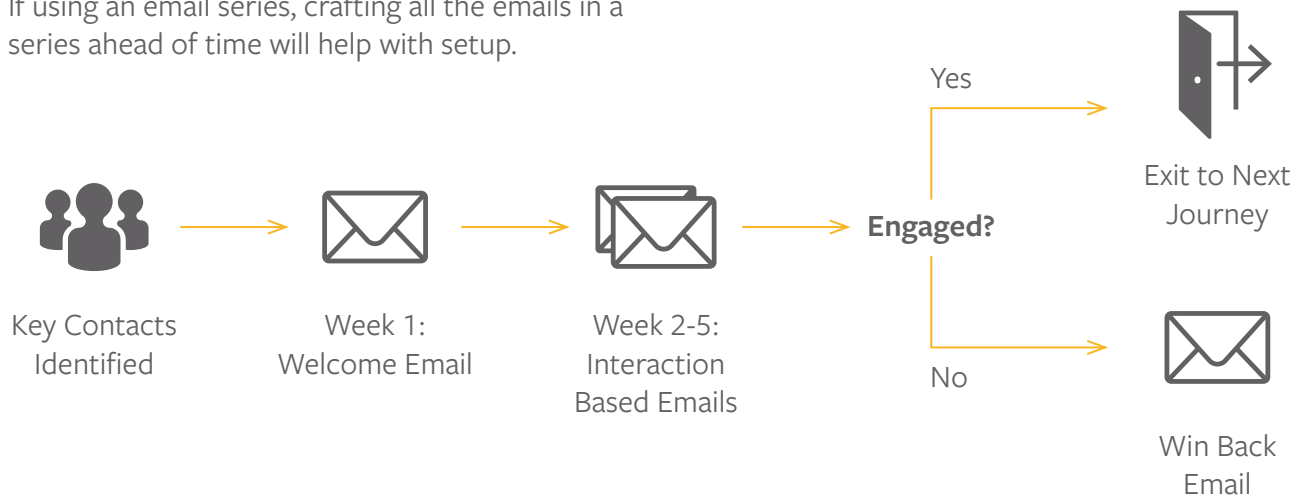
## Email Content - Technical Specifications

- Format: HTML or plain text preferred.
- Best maximum file size: 200KB (html + images)
- Best recommended width: 500-700 pixels for responsive browsers
- Best recommended height: 500-1000 pixels for responsive browsers
- If using code, use inline-CSS only.
- In HTML emails, all the content must reside BETWEEN <body> and </body>.
- Best image formats: PNG or JPEG
- All the graphics used should be 72dpi to decrease load times.
- The most effective content has a maximum of 300 words.



## Email Series Structure Example

If using an email series, crafting all the emails in a series ahead of time will help with setup.



## Design Tips

- If using colors in HTML emails, all the hex numbers for colors must start with #.
- Images embedded need to have descriptive names (ex: cru-students-praying).
- Include the most important message at the top of the email.
- Use text instead of graphics for your tagline or important message.
- The email should make sense without graphics for those recipient who block images by default.
- Avoid thick borders, spam-like words, and excessively large fonts.
- Ensure your HTML email will display well in every email client application.

## Things to Avoid

- Full background images or nested background colors
- Flash, Javascript or other plugins
- Animated GIFs
- BMP, TIFF, or other formats