

# AQUA®

## Custom E-Mail Specifications

### Acceptable File Formats

#### • Submit strict HTML coding with NO CSS (cascading style sheets)

When using a style, you must use INLINE STYLES only. You may not use internal or external style sheets. [http://www.w3schools.com/css/css\\_howto.asp](http://www.w3schools.com/css/css_howto.asp)

- Keep Custom E-Mail at a fixed width of 600 pixels.
- Image files for photos must be attached separately and .jpg, .gif and .eps files are preferred. Images must be at least 72 dpi in resolution.
- Include a subject line — 50 characters or fewer.

### Have AQUA Design Your Custom E-Mail

Please submit materials no later than **five business days** prior to scheduled send date. Submit up to 250 words of copy and one or two images. Provide a text file, including the Custom E-Mail copy as well as a text file with layout instructions. Or supply a PDF of the Custom E-Mail layout to be re-created. Text will be copied and pasted exactly how it is received. Also provide preview text for your e-mail. This is a short sentence at the very top of the e-mail that serves as an extension of the subject line when viewed in the preview pane of an e-mail browser. **Don't forget your subject line** - 50 characters or fewer.

### Text-to-Image Ratio

Don't rely solely on graphics to get your message across; some e-mail clients automatically disable images. Note that the text-to-image ratio should be 75% copy to 25% graphics.

### URL/Email Links

Include a full list of URLs and e-mail addresses for all links.

### SPAM Flagging

Avoid spam trigger words to prevent your e-mail from being tagged as spam by your customer's e-mail server.

### Lead Times

All materials must be **submitted five business days** prior to scheduled e-mail send date. Late materials may result in a postponed send date.

### Proofing Process

A proof will be sent to you from this address: [aquamagazine@aquamagazine.com](mailto:aquamagazine@aquamagazine.com)

Please provide a list of email addresses that you would like the proofs to be sent to. Along with who will be giving final approval.

While we do our best to provide you with an error-free proof, please review your Custom E-Mail carefully. Please verify phone numbers, links, email addresses and other data.

### Technical Questions?

Contact Marjorie Schultz | Digital Production Manager  
(800) 722-8764, ext. 123 | [marj@aquamagazine.com](mailto:marj@aquamagazine.com)



**THANK YOU  
FOR YOUR BUSINESS!**

**Schedule your Custom E-Mail TODAY!**

**WESTERN SALES**  
**Stan Chambers**

(800) 536-3630, ext. 11 | [stan@aquamagazine.com](mailto:stan@aquamagazine.com)

**EASTERN SALES**  
**Jared Fish**

(800) 722-8764, ext. 114 | [jared@aquamagazine.com](mailto:jared@aquamagazine.com)