E-shot guidelines

1. SENDING US YOUR EMAIL

- Your email must be in HTML format
- Any scientific symbols must be provided in HTML format. e.g. ™ = "™"
- All images should be a resolution of 72dpi and jpg or gif format.
- Images must be hosted on your own server.
- Do not use one image as your entire email. Not only are spam filters flagged with this type of thing, but if your recipient has images turned off in their email client, they will not be able to see your image/email at all.
- All links within your HTML document must be full and valid URLs i.e. http://www.xyz.com/promo.htm
- Please note that our email fulfilment software does not allow files to be sent as attachments to emails for security reasons

2. HEADER AND FOOTER

All emails sent via our email fulfilment system must contain links to a web-based version and forward the email to a colleague. The footer must contain an unsubscribe link, as well as our name and address. Therefore, please add the following HTML code to the top and bottom of your email:

Add to the top:

<p><font style="font-family:Arial, Helvetica, sans-serif; color:#333333; font-size:11px">Having trouble reading this email? <webversion>View the web version here</webversion></font></p>
<p><font style="font-family:Arial, Helvetica, sans-serif; color:#333333; font-size:11px"><forwardtoafriend>Forward this email to a colleague</forwardtoafriend></font></p>

Add to the bottom:

<p><font style="font-family:Arial, Helvetica, sans-serif; color:#333333; font-size:11px">This email was sent to [email]. You can unsubscribe from these emails by <unsubscribe>clicking here</unsubscribe>.</font></p>
<p><font style="font-family:Arial, Helvetica, sans-serif; color:#333333; font-size:11px">This email was sent by: </font></p>Russell Publishing Ltd, Court Lodge, Hogtrough Hill, Brasted, Kent, TN16 1NU, United Kingdom
3. EXCEPTIONS

Failure to provide your HTML according the above specifications will result in an additional production fee of £295 for each email.

4. SIGN-OFF

Upon receipt of your HTML we will upload this into our email fulfilment system and send you a preview for sign-off. Following sign-off we will send your email at an agreed date and time.

5. RESULTS AND REPORTING

Due to Data Protection laws we are unable to send you specific details of who your email was sent to, who opened your email, or who clicked on a link. However we can provide the following data which will allow you to track the success of your campaign:

- Number of unique subscribers the email was sent to
- Number of unique opens
- Number of clicks
- Click breakdown: how many recipients clicked on each link

Contact details

For further assistance please contact our Digital Team:

Nick Jackson
Digital Manager
+44 (0)1959 563311
njackson@russellpublishing.com

Pippa McCartney
Senior Web Publishing Executive
+44 (0)1959 563311
pmccartney@russellpublishing.com