

# Guidelines for Email Blast Submissions

Please send all materials to [anniki@imediavalue.se](mailto:anniki@imediavalue.se).

**Material deadline:** The email blast should be submitted 7 working days before the email is sent out. Failure to submit materials by the deadline may result in your email being rescheduled.

## Material Requirements

### HTML File Submission:

- Host all emails blast images on your server or web hotell server.
- Embedded links must include the full path. Ensure there are no instances of “%20” in the file path or spaces.
- Maximum width of your emails blast is 600 pixels.
- Please ensure that all desired tracking links are embedded in the complete HTML file when submitting creative.
- Use inline CSS styles where possible – this is important for fonts to display correctly in some mail clients.
- **“From” line:** [nordiclifescience.org](http://nordiclifescience.org)
- **Subject line:** avoid using first person pronouns such as "we", "our" or "us" in the subject line and/or the preview text. We recommend using 50-60 characters or less. Remember to put important information first as some of the clients truncate subject lines. Special characters such as pipes (|), slashes, brackets, and ampersands are acceptable, but we do not recommend emojis or other specialized characters.
  - Remember to put important information first as some of the clients truncate subject lines. Gmail clips emails that are larger than 102 KB.

## **HTML File Creation:**

- NLS Group offers mailing design for an additional fee. If you would like help creating an email blast, please submit the desired text, images and branding and style guidelines. Be sure to also include the text to be included in the subject line.

## **Advice**

- If possible, we suggest including content or an offer of some kind. Compelling, relevant information such as a study, whitepaper, webinar, or toolkit is a great way to demonstrate value to our readers and can help boost the response to your e-mail.
- Include clear calls-to-action (CTAs) such as “Download the Report” or “Register for the Conference.” Focus on one clear theme or message. Including too many messages or objectives could dilute the effectiveness of your email.
- Avoid vague phrases such as “Click Here.” Use buttons to call attention to your CTAs. Buttons can deliver a higher click-through rate than a text link.