2019 Digital Ad Specs
Email Marketing

F A   F I N A N C I A L   A D V I S O R

FA's General Policy includes:
- All assets are due (5) business days prior to launch
- All content subject to approval by FA
- Impression or click tracking pixel accepted
- HTML utilized more than once will require a new subject line with opens scrubbed out

TYPE	REQUIRED	DESCRIPTION	FILE SIZE & TYPE	GUIDELINES	BEST PRACTICE
Dedicated eBlasts	**HTML File**	Rendering of email to be distributed	• HTML must be ready to send as is and not exceed 600 pixels across content area • File size should not exceed 60k 150k character limit to custom HTML/XHTML emails	• Images to be hosted by client only • FA will not convert word or text files or alter HTML code	• Mapping in HTML code not recommended • Consider Microsoft Outlook 207 through present when building HTML
	Styling	For elements that are not under the global or inline styling	N/A	Styling for href to be coded as standard HTML font styling Ex: <font color="#999999"><font style="strong"> etc	N/A
	Subject Line	Headline for send	Description of article to garner interest; appears on homepage and newsletter	N/A	• <50 character • Avoid special characters or symbols (ex: $, !, ")
	Test List	E-mail address(es) for approval	N/A	• 10 email addresses max • 5 email addresses max for split sends	N/A
	Optional: Suppression List	List of email address that cannot receive e-mail	.xls or .txt format only	Domain suppression lists are limited to <25 only	N/A
	Optional: Text File	For display on text only devices or clients	Text version of HTML	N/A	N/A
E-Newsletter	**Half Page Banner (300x600)**	Static banner image in e-newsletter	• 100K static; no animation • 3rd party tag, static GIF or JPEG with URL	iFrames, JavaScript, DoubleClick "jump" tags not accepted	N/A
	Native Insert	Text links	• Text • URL	N/A	FA editorial team will suggest best terms for engagement

For more information, contact Keith Huryk at keith@fa-mag.com

2019 Digital Ad Specs | Email Marketing   **www.fa-mag.com**