

# Americas Great Resorts eMail Specifications and Procedures

Please follow the html standard guidelines below for the best results:

- Include html, head, title, body, table, tr, td tags.
- Include all direct tracking and image links.
- Fill out all tags, such as image width, height, border, and alt tags – do not leave any tags empty!
- Do NOT include Image Ready, Fireworks or any unnecessary code.
- **Do NOT include CSS or Javascript, nor link to a CSS or Javascript file.**
- Do NOT include video or Flash files.
- It is suggested that the total width of email should not exceed 650 pixels wide.
- It is suggested that the total file size of all the images do not exceed 60K.
- It is suggested you include a text only version along with your html creative.
- Use Regular Facebook Logo

## Administrative Procedure Guidelines and Process

1. Client requests a specific segmentation of the customer base for pricing
2. Final numbers from sort are generated, sent to client along with a CPM price for deployment
3. **Within the week before deployment client is required to supply nMedia, Inc. with the following:**
  - **a link to creative HTML file**
  - **test and seed addresses**
  - **check for full payment.**
4. An eMail test is executed to clients requested addresses for final approval.
5. Once the test is approved deployment is executed on the targeted date and a live tracking link is issued within a day of deployment.

For additional information eMail [lsmuckler@nmediainc.com](mailto:lsmuckler@nmediainc.com) or  
Call (818) 222-2043