

# CUSTOM HTML eBLAST SPECS

## EXAMPLE

**Virginia Beach**

Sometimes a little distance lets you reconnect with what matters most, but Virginia Beach stands ready to welcome you back to our charming coastal city when the time is right. Our entire network of hotels, restaurants, venues, attractions and services professionals continue to work hard to prepare for your next event. Contact our dedicated team of sales and services professionals to learn more about Virginia Beach and the steps we're taking to help you safely and confidently plan your next event.

Learn More

New & Noteworthy

With new experiences popping up all over our coastal city every day, there's always something new to explore in Virginia Beach, a convenient drive-to destination located mid-way along the Eastern Seaboard. With several new hotels opening or coming soon, there's no better time to start planning your next event with the help of our dedicated staff of meeting professionals.

Check It Out

Virginia Beach Convention & Visitors Bureau  
 2101 Parks Ave., Fifth Floor  
 Virginia Beach, VA 23451  
 757-385-6663  
[VBMeetings.com](http://VBMeetings.com)  
[snoona@visitvirginiabeach.com](mailto:snoona@visitvirginiabeach.com)

## HTML BEST PRACTICES

- **Insert your table opening and closing tags into our wrapper HTML file. Modifying the style sheet as you need.**  
 Link to HTML file: <https://www.smartmeetings.com/files/eblast-custom-smartmeetings.html>
- **File must be .HTML format - all code provided will be put in our <body> tag within our html wrapper.**
- **Keep Email Width at 620 Pixels and Max Height of 1,400 Pixels**  
 This ensures that users of email clients such as Outlook can view your email in their vertical preview pane.
- **Design with Tables**  
 While it's no longer a best practice to design webpages with tables, they're essential when designing emails. It's the only way to have your design render correctly across multiple email clients. Please be sure to adjust the size of your table, within the source code, to correspond with the responsiveness of your email.
- **Use Inline CSS**  
 Email services that are browser-based, like Gmail or Hotmail, will strip out your DOCTYPE, BODY, and HEAD tags, so use inline CSS instead.
- **Avoid CSS Shorthand**  
 Example of CSS shorthand: `<p style="font: italic 14px Verdana; color: #000"></p>`  
 Example of Correct CSS: `<p style="font-style: italic; font-size: 14px; font-family: Verdana; color: #000000"></p>`
- **Avoid External or Internal CSS Classes or IDs and Files**  
 Anything that starts with `<style>` will have mixed results across email clients. Instead, use inline CSS.
- **Avoid Javascript or Other Dynamic Scripts**  
 Even if a SPAM filter allows your email through, most email clients will not allow these scripts to function.
- **Use Plain Text-Style Bullet Points**  
 In addition to images, another element that tends to break in HTML email renderings are HTML-style bullets. To avoid the recipient seeing invisible or bullets, use a plain text alternative such as asterisks (\*) or dashes (—) that are more likely to show up.  
 Do not use `<OL>` or `<UL>` but do use “&bull;”
- **Avoid Background Images**  
 Outlook will not recognize background images. Instead, use a background color, and use images in other ways in your email.
- **Declare Image Width and Height**  
 This will ensure that your email design will maintain its structure when images are turned off by email clients.
- **Avoid Using Image Maps**  
 Hotmail will not recognize image maps.
- **No HTML5**  
 Hotmail will not recognize image maps.
- **Don't Use**  
`<div>` tags
- **Submit Raw Files and Provide Font Style**
- **No Mobile Responsive Code**

## MEDIA TYPES

- **Image Types:** GIF, JPG
- **File Size:** 100KB or less
- **Compatible Click Trackers:**

Adform  
 AdMeld by Google  
 AdMob by Google  
 AdNetwork.net  
 AdTECH  
 AppNexus

Bluestreak  
 BridgeTrack (Sapient)  
 Burst Media  
 DoubleClick Rich Media  
 flashtalking  
 Google

IBM Enterprise Marketing Management (formerly Coremetrics)  
 IDG TechNetwork  
 InMobi  
 Nextag  
 OpenX

Terms and Conditions: Unless otherwise specified, all creative assets are due to Smart Meetings three weeks before the run start date. Please see Insertion Order for details.

# CUSTOM HTML eBLAST SPECS

PLEASE COMPLETE THE FORM BELOW AND EMAIL TO [WEBADS@SMARTMEETINGS.COM](mailto:WEBADS@SMARTMEETINGS.COM) WITH YOUR HTML.

All ad material, content and creative is **due THREE WEEKS prior to the launch date**. Although we accept custom eBlast content and layout, materials submitted have to adhere to Smart Meetings' publication standards.

## SUBJECT, SEED LIST & TARGETS

[ ] Yes, I have read the specifications listed under **HTML Best Practices** on Page 1 and will provide an HTML file along with this form.

### 1. eBlast Subject Line: *45-55 Characters*

### 2. Contact Person/s to Send Proof for Approval:

### 3. Additional Seed List: *Include a CSV file that lists out email address, full name and last name*

### 4. Provide Target List by Priority: \*\*

#### For Advertisers that booked a TARGETED EBLAST:

the number of opt-in subscribers to be sent to is limited based on the advertiser's campaign (Either up to **10,000 send** or up to **5,000 send**). \*\*

[Please refer to our BPA statement to get an estimate of the number of opt-in subscribers.](#)

You are able to select targets based on:

- a) **Geography**
- b) **Industry**
- c) **Combination of Geography and Industry**

(list up to 10-15 states/industries by priority)