CUSTOM eBLAST SPECIFICATIONS & BEST PRACTICES

Advertisers should provide broadcast-ready HTML.
If you prefer, we will build your html* (a $500 setup fee applies) from a variety of document types. *This option does not apply to email promos that are in Response Expo context and or sent out the prior month of Response Expo or the month of Response Expo.

PLEASE EMAIL ALL FILES AT LEAST FIVE (5) BUSINESS DAYS PRIOR TO SCHEDULED DEPLOYMENT TO KATHRYN FLINN: kflinn@questex.com

1. **Providing broadcast-ready HTML**: Emails are not like print advertising, or even like website advertising/design. **Be sure your email has a clear call to action**. Email software, Internet Service Providers and various anti-spam filters have made even legitimate email broadcasting a challenge. We check and optimize HTML for viewing in Microsoft Outlook; web-based email programs have many different standards and therefore we cannot guarantee HTML will be viewed correctly on web-based email. The following points are designed to help you get your message delivered and read:

- All-image emails trigger spam filters. Body copy MUST be html text. HTML should be at least 70% text-based/30% image-based.
- No background images.
- Use message coding Unicode: utf-8 to ensure that special characters show up in the HTML.
- Total width of HTML display should be 600 pixels or less.
- You have only a few seconds to grab the recipient's attention - don't waste it with large images that take too long to load. File size for complete mailing (including images) must be less than 1MB. Preferred total file size is under 100KB (to load within 3.2 seconds on a 256 Kbps DSL line and have a better chance of being read).
- Subject line must be provided and be as short as possible. Please be mindful to stay away from overused, spam triggering words ("free", "guaranteed") and punctuation points ("!", "?").
- Please designate a single individual to receive and approve test emails. Your broadcast cannot proceed without a signoff from this individual.
- To comply with U.S. CANSPAM regulations, we require a valid physical postal address of the advertiser. Please provide address when sending materials to avoid delays.

- CSS style tags are permitted, if embedded within the email (cannot LINK or IMPORT a stylesheet). Do NOT use CSS for absolute positioning.

- Because some email browsers (especially web-based) remove the `<HEAD></HEAD>` section of html, CSS should be embedded (in-line) with each tag or, as a work-around, the `<style></style>` section can be moved to the very top of the `<BODY></BODY>` section.
- Do not use FORM or SCRIPT tags.

- If images are hosted on your web servers, use absolute URLs in the image tages (e.g., `<IMG SRC="http://www.website.com/images/image3.gif">`). Be aware that a large email broadcast can result in a concentrated heavy load on your server.

- If we host your images (there is no extra charge) use relative URLs as placeholders (e.g., `<IMG SRC="image3.gif">`). Please send a ZIP file with all images, HTML, and TXT files in a single directory.

- Use only .gif and .jpg formats — no .bmp, .png or flash files.

- All emails are broadcast with an OPT-OUT MESSAGE and link. We append this to your email, so do not include any op-out links within your email. Our opt-out will appear at the bottom, centered under your email.

- Text-only versions may be used.

- We support styles as in-line styles.

- Questex reserves the right to edit images and HTML to fit within accepted best practices in email marketing.

- Provide a plain text file of the email (don't forget to include any text that might be contained in your images). We broadcast multipart alternative format emails, which include an html version and a text version of your message; recipients who can view html see the graphic version and all others see the plain text version.

2. **Providing alternate formats for conversion**: If you prefer, we will build your html for you (a $500 setup fee applies) from a wide variety of document types. You will need to provide the text, images and basic layout instructions.

- Acceptable formats:
    - Microsoft Word (.doc) documents, including embedded images and colors;
    - Powerpoint (.ppt) slides;
    - Adobe Acrobrat Portable Document Format (.pdf);
    - Adobe Photoshop format (.psd);
    - Non-compliant html (html that violates any of the "Broadcast-Ready" specifications above)

- Acceptable image formats:

    - .jpg, .gif, .bmp, .tiff, .eps, .psd, .png

- Conversion limitations:
    - Limit use of special fonts. If you have to use a particular typeface, that text must be converted to an image, which will increase the email's download time.
    - Keep layouts simple. Complicated designs may be difficult or impossible to attain within the limits of email compliant html. Your headlines/text may break unpredictably or not align as you expected
    - Provide complete instructions. Please specify all colors that you want for headlines, text, backgrounds, borders, etc., and important positioning information.
    - Please test all links beforehand, to avoid production delays.
    - Please designate a single individual to receive and approve test emails. Your broadcast cannot proceed without a signoff from this individual.

3. The following are advised against:

- Linked CSS
- Any scripting
- URLs that are IP numeric addresses
- Any images other than JPG or GIF
- Flash or other rich media to be embedded in the email
- No background images
- Absolute positioning definitions in CSS
- Nested tables
- Color specs that may hinder readability

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