

FILE REQUIREMENTS

- HTML (with or without CSS).
- Maximum width: 600 pixels.
- Image files (attached separately): .jpg, .png or .gif.
- Image resolution: 72 dpi or higher.
- Subject line: 50 characters or less.
- Preview text: 100 characters or less. (This short text at the top of the email serves as an extension of the subject line when viewed in the preview pane of an email browser.)

OR, HAVE WFB CREATE YOUR CUSTOM EMAIL

Provide one of the following:

- PREFERRED: A high-resolution PDF of the email layout to be re-created.
- No more than 250 words of copy and one or two images. Text will be copied and pasted exactly how it is received.

TEXT-TO-IMAGE RATIO

Suggested text-to-image ratio should be 60% copy to 40% graphics.

Don't rely solely on graphics to get your message across, as some email clients automatically disable images.

URL/EMAIL LINKS

Include a full list of URLs and/or email addresses and specify where they should be linked.

SPAM FLAGGING

Avoid spam trigger words to prevent your email from being tagged as spam by your customer's email server.

See [this article](https://moosend.com/blog/spam-words/) for a list of common trigger words. <https://moosend.com/blog/spam-words/>

LEAD TIMES

All materials must be submitted five business days prior to scheduled email send date. (Late materials may result in a postponed send date.)

PROOFING PROCESS

Please include a list of email addresses that should receive a proof. If multiple emails are submitted, please specify who will give final approval.

A proof will be sent to you from woodfloorbusiness@marketing.woodfloorbusiness.com. This address may need to be whitelisted so it doesn't end up in spam.

Please check the proof carefully! Once it is approved, you are agreeing to spelling, layout and copy.

**We are not responsible for errors or omissions after you have approved the final proof.*



TECHNICAL QUESTIONS? CONTACT:

SCOTT PACKEL
Production Assistant
(608) 729-4203
scottp@athleticbusiness.com