



Information Today, Inc. Email Broadcast Guidelines

Deadline & Creative:

1. All creative must be provided a full 3 days in advanced.
2. Creative must be 100% complete and ready to be proofed. Special characters, such as copyright, trademark, em- and en-dashes, must be rendered as properly-escaped HTML code. We cannot be held responsible if a broadcast is compromised due to improperly formatted HTML characters.

Newsletter Sponsor Message Specs:

1. Description of 75 words (or less) of text.
2. One (1) URL linking back to your site.
3. A 468x60 or 468x120 banner ad in JPEG, GIF or PNG file format. Flash is prohibited.
4. Banner ads must be no larger than 468x120 pixels, at 72dpi.
5. Banners ads must be smaller than 50k.

Email Bulletin Specs:

1. Center-aligned table or <div>, no wider than 700 pixels.
2. Limit on file size 50K total.
3. File types referenced within the HTML must be limited to JPEGs, GIFs and PNGs. These other technologies are not allowed: video, audio, Flash, rich media.
4. Only basic HTML - using inline styles - is allowed. Java, JavaScript, and references to external style sheets are prohibited.
5. Must provide creative a full 3 business days before broadcast.
6. We do not provide customized HTML for such tags as [First Name][Last Name]. Please remove any customized tags before sending creative.
7. Information Today, Inc. provides an opt-out/unsubscribe function on all messages. Please remove any opt-out language/links before sending creative.