

Sales & Marketing Magazine HTML Information

For SSMM HTML email blasts:

- We will need a final and complete HTML file a week before your scheduled transmission date.
- Host images on an external server or make sure you include them to be hosted on our mail server
- Please also provide what the subject line should read and who the "From" should be
- When creating a subject line, we recommend having a special offer "Just for Training Magazine" readers that would incite our audience to open your eblast.
- Please make sure your company's physical street address is included in the html copy, usually at the bottom/footer
- No Flash; Flash is not rendered well by all e-mail clients
- Recommended size: 600-800 pixels wide
- Any tracking tags should be placed in the HTML prior to submission

Email html file to bethany@salesandmarketing.com and please cc jeremy@tewsinteractive.com

A test will be sent prior to live transmission. Please provide email address(es) of those who should receive/review the test. The HTML email will not go live until approval of the test has been received. This approval assumes all creative elements, message, and subject line are acceptable, and any tracking elements have been tested and verified.

Metrics—number of recipients, open and click counts and percentages—are available one week after transmission and by request.

EXAMPLES OF SUCCESSFUL HTMLs:

- [The Disappearing Act: Why Millennials Leave Companies and How L&D Can Entice Them to Stay](#)
- [Learning ROI: Prove it with these 2 tools](#)
- [New White Paper – The ROI of Training](#)