



Dedicated Emails | Guidelines and Specifications

Required Materials

Please submit materials to AHE@smithbucklin.com at least 10 business days prior to the send date. Dedicated emails are subject to AHE approval.

- Subject line (45 characters or less)
- Requested send date (AHE will confirm final deployment date)
- HTML code (submit as a .html and .txt file)

Design Guidelines:

- Limit the design width to no more than 600px
- Design with simple tables, nested tables and/or DIVs (relevant code should begin with the <table> or <div> tag and end with the </table> or </div> tag)
- Use six-digit hex codes for colors
- All links must be embedded

Image Guidelines:

- Use JPEGs, PNGs, or non-animated GIFs
- Use absolute URL and image paths (images, links, etc.); images and files must be hosted by the client—AHE will not host images
- Use image width and height attributes and values to preserve layout structure when images are disabled
- Plain Text Version
 - Submit your email copy as a Word document

Hyperlink Disclaimer

- Ensure hyperlinks are cleanly formatted and do not contain redirects
- URLs contain Safelinks generated by Microsoft Outlook or other email clients will not be accepted
- UTM links in URLs are strongly encouraged for campaign tracking

Materials Submission

Please submit materials to AHE@smithbucklin.com at least 10 business days prior to the send date. All artwork and content are subject to AHE approval.

Sponsored Content Disclaimer

Please note that AHE will prominently display the following disclaimer at the bottom of each email:
“You're receiving this message because you are a subscriber to the Association for the Health Care Environment. Periodically, we will inform our subscribers of special offers from connections in the field. AHE does not support or endorse connections, products or services.”

Scheduling, Testing, and Deployment

- Scheduling is conducted on a first-come, first-served basis and AHE will make all reasonable efforts to accommodate requests for specific send dates.
- If no subject line is provided by the deadline, AHE will use the following:
 - A Message from AHE Partner: [Insert Company Name]
- The “From” field will be displayed as “AHE Partner Insights”
- AHE staff will forward one test email to the advertiser no less than one day before the scheduled delivery date
- Advertiser must provide written approval via email before AHE will send the email