SHSMD Advertising Guidelines

EMAIL GUIDELINES

Please submit materials at least 10 business days prior to send date.

Emails are subject to SHSMD approval. Inventory is limited to two emails per month.

A 45-character subject line, an email-ready HTML file (600 px wide) with all assets, images, and links embedded.

Acceptable image formats are JPG, PNG, or static GIF.

If no subject line is provided by the deadline, SHSMD will use the following: "A Message from SHSMD Partner: [Insert Company Name]".

The "From" field will be displayed as "SHSMD Sponsored Content".

No JavaScript or any other forms of active content (forms, flash, dynamic ads) are allowed.

No background or layer images as they may not be supported by some email providers.

HYPERLINK SPECIFICATIONS

Ensure hyperlinks are clearly 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.

SPONSORED CONTENT DISCLAIMER

Please note, SHSMD will include information adherent to CAN-SPAM guidelines and prominently display the following disclaimer at the bottom of each email: "You're receiving this message because you are a subscriber to "SHSMD Partner News". Periodically, we will inform our subscribers of special offers from connections in the field. The views and opinions included in this email belong to the sponsor and do not necessarily reflect the views and opinions of SHSMD."

NEWSLETTER GUIDELINES

Maximum file size 40 KB. Web-ready, static JPG, GIF and PNG files only. Images will be reduced to fit template. Please include tracking URL(s). Submit sponsored content as a Word document. Materials are due five business days before publish date. All content is subject to SHSMD approval.

Please email alwalsh@smithbucklin.com for additional questions.

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