

Technical fiche - dedicated mailings

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| Specifications | <p>An image may not exceed 500 KB. Animated images (GIFs) may not exceed 1000 KB. The ideal width for an image is 600 pixels.</p> <p>Ideally, emails should be delivered as text (and images) or a Figma or Adobe XD file.</p> <p>If they are delivered as HTML, the following points apply:</p> <ul style="list-style-type: none">- The mailing must comply with this document: https://newsroom.roularta.be/static/20052026/1779283394-HTML_Dedicated_Mailings_ENG.pdf- The HTML must be built using tables and not divs (layers).- No personalization may be included in the HTML unless it complies with the requirements in the document above.- The CSS used must be inline.- Take mobile device display into account and provide responsive formatting.- CSS for responsive display must be embedded.- Images supplied with the mailing must use absolute links.- Accents and special characters must be included as code in the HTML.- The use of JavaScript and Flash is not allowed.- Attachments are not allowed.- Make sure your code contains no errors and complies with the W3C HTML guidelines. To test your HTML code, you can use: http://validator.w3.org. <p>The content of an email must contain both text and an image. There may be no mention (in text or image) of the Roularta brand unless this has been coordinated with Hanna Thienpont. Ideally, a subject line and pre-header should also be provided. For the brands Knack, Le Vif, Trends, and Trends-Tendances, communication uses the formal “you” form. For other brands, the informal “you” form is used.</p> <p>Relative hyperlinks are not allowed.</p> <p>Provide hyperlinks that will continue to work for several weeks after the email campaign has been sent.</p> <p>Avoid using background images, as most email programs do not display them. For example, white text on a background color may disappear and become unreadable.</p> <p>All mailings are subject to approval by Roularta.</p> |
| Timings | <p>Materials for a mailing must be delivered to Hanna Thienpont at least 7 working days in advance. Approval for sending must be given by the client at least 1 working day in advance. The technical specifications must be respected.</p> |