



## HTML Eblast Requirements and Best Practices

**All sponsored eblasts must be delivered in HTML format.**

**We use HubSpot as our email platform.** HubSpot will only take HTML code, therefore all images must be hosted on your own server.

Best Practices for Design:

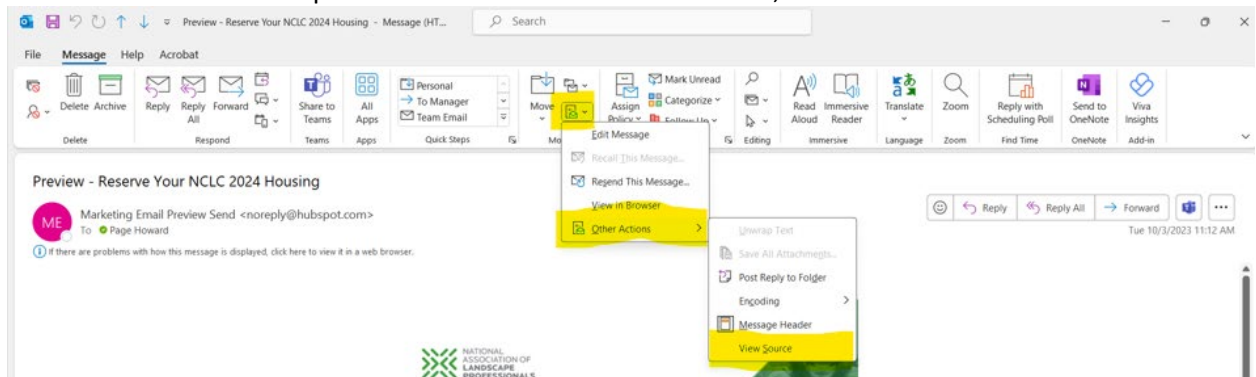
- Emails should be 600-800px wide.
- Assume images will be blocked by email clients (at least initially), or that background images could completely fail to load.
- Use basic fonts that can be found on any computer such as Arial, Georgia, and Times New Roman.
- Avoid elements that need Flash or JavaScript. If you need or want motion in an email, use a .gif.

Best Practices for Development:

- Use only absolute links for images, and you must host those images on a reliable server.
- Use element attributes (such as cellpadding, valign, and width) to set table dimensions. This forces a box-model structure.
- Inline all CSS before sending.
- Account for mobile-friendliness and make an email responsive if the design allows for it.

If you are having trouble and you use Microsoft Outlook, you may follow these instructions:

- Draft your email in your preferred company email client
- Once you have finalized the details, send the final email to yourself if you have Outlook
- If you use another email client, please contact [page@landscapeprofessionals.org](mailto:page@landscapeprofessionals.org) and send your final email to her directly.
- In Outlook, double-click the email to open it in its own window. In the **“move”** section select the **“more move actions”** dropdown and hover over **“other actions”**, then click **“view source”**.



- This will bring up the Notepad on your computer with the full HTML and you can just select File, Save As, and name your file.
- Send your saved notepad file to [page@landscapeprofessionals.org](mailto:page@landscapeprofessionals.org) and copy [marketing@landscapeprofessionals.org](mailto:marketing@landscapeprofessionals.org)
- Page will be sure to remove your company's footer and replace it with NALP's footer prior to sending.