

EMAIL

Breaking News

CREATIVE DUE: 3 BUSINESS DAYS

- **300x250** – PNG/JPG/GIF, 200 KB max file size, 15 sec max animation length, RGB Color
- **120x60 Logo** (newsletter) - GIF/JPEG (static image), 80KB max file size, RGB Color
- **32x32 Favicon Logo** – (on site) – JPEG/JPEG (static image), 80KB max file size, RGB Color
- **Click URL** (URLs that have been shortened by a link shortener such as bit.ly are NOT accepted)
- Newsletter Products DO NOT support HTML5/Flash Animation*
- Animated GIFs: Not every email client supports animated GIFs. Outlook 2007, 2010 and 2013 won't show the animation. Instead, they will show the first frame. To overcome this, ensure that vital information—such as call-to-action, offer, or headline—is included in the first frame of the GIF.

Additional Newsletter Notes:

- Follow web standards for click-through URL syntax. The below characters cannot be included as part of URL query string. If this is unavoidable, work with your webmaster to create a URL redirect that does not contain the unsafe characters. A UTM code that comes after the URL can include some of the characters but should follow Google's [UTM guidelines](#). Note that “?” and “/” are commonly part of a URL but they act as a reserved function and should not be used as part of a folder or file name within the path.
 - Unsafe Characters: Space ; : @ & = " + () < > , * \$! # % | { } [] ^ ~ ' .
- Third Party Tags – 1×1 Impression and Click trackers may be used in addition to the PNG/JPG/GIF creative for tracking.
 - FYI: Third party tracking behavior may be unpredictable across email clients. For instance, HTML and JavaScript might be treated differently by Outlook, Eudora, and Lotus. We are not be able to predict whether one of those email clients will credit an impression if, for example, the Outlook preview pane is used. Generally, tracking behavior for web email clients (Gmail, Yahoo!, etc.) is more dependable and observes basic HTML rules.
- Defining ad space: Ad unit content must be clearly distinguishable from publisher or unpaid content on the page (for example an ad unit may have clearly defined borders so it is not confused with normal page content)



To view all Business Journals digital specs, [click here](#)