

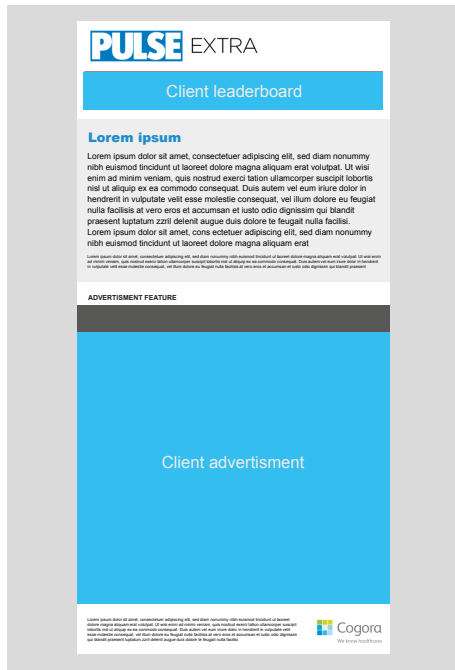
# Email Marketing

Advertising specification | 2020

# Types of email advertising

## Ad layouts guide

### HTML e-newsletter 50:50



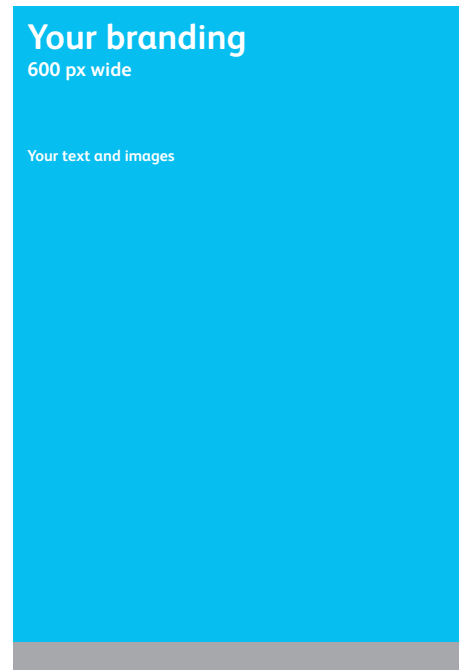
This e-newsletter is a 50:50 editorial: sponsored information split.

#### 600px wide

Up to 350 - 400 approved words including the references and a logo or image (JPG only) must be submitted. Prescribing information should be provided in a separate pdf.

*Approved URLs must also be submitted, in order to re-direct recipients who have clicked on your copy and logo or image.*

### HTML bespoke email



This email is 100% your sponsored information.

#### 600px width

You supply approved copy including references and prescribing information.

# Bespoke email services

## A guide to design and distribution

### Email distribution

Cogora will use your HTML file to send the email to our database. You supply the approved and complete HTML which includes copy, images, a call to action(s), references and prescribing images, and will be mobile friendly.

Cogora will add the appropriate header and footer to your content and send a test copy for you to review prior to distribution. Cogora will then share key statistics with you such as number of recipients, open rate, click rate and geo-target breakdown.

**Where HTML content is provided to Cogora, please see our email specification on the following page.**

Included in cost.

### Email build and distribution

Cogora will use your design to build a working HTML version of your email. Designs should be provided as a high res PDF document, links should be added as comments where applicable.

Please note, **Cogora may alter your design so it meets industry and best practice standards.** This may include adjustments to the layout and/or content to ensure that your email is display correctly across mobile and desktop devices. This allows us to provide our subscribers with excellent content, reducing unsubscribes and increasing open and click through rates. Cogora will then report on the performance of your email.

**Where designs are provided to Cogora, please see our email specification on the following page.**

Cost on application.

### Email design, build and distribution

You will provide the content of your email in a simple word document. Cogora will extract your text, add images (where images are not supplied) and build a working email ready for distribution.

The email produced by Cogora will meet industry and best practice standards and will work across mobile and desktop devices. Cogora will then report on the performance of your email.

Cost on application.

# Specification

Designs & HTML provided to Cogora

## Email layout

Files and designs must follow industry standards. Designs should:

- Fit the size of 600px wide
- Include a mixture of text and graphics
- Include a call to action (where appropriate)
- Distribute content evenly across the body of the email
- Split vertically rows equally
- Use appropriate web fonts only
- Include a footer

To ensure your HTML emails render correctly we suggest you avoid using:

- A background or moving image
- External CSS (only inline CSS within the HTML)
- JavaScript/ASP/PHP or any other server-side programming

Image guidelines:

- Please provide all images as a Jpeg, static gif or png file
- All images need to be optimised for web so file sizes are reduced

Where complete HTML is provided to Cogora, the email must be responsive to ensure that content is rendered correctly across all devices, including Outlook Desktop, as well as Gmail

Correct example on desktop



Correct example on mobile



Incorrect example



# Mobile responsive email best practice

## A guide to design and distribution

### Subject Line: Keep it short

The subject line is the driving factor for email opens. It is, therefore, necessary to optimize your email subject lines for mobile devices. A typical desktop subject line displays around 60 characters, while mobile devices show only 25-30 characters. Make the subject line short, crisp and compelling in order to convince the users to open.

### Fonts: Enlarge them

Small text that can be easily read on a desktop may not be readable on small mobile screens. Hence, while designing for mobiles, set the fonts slightly larger than for traditional emails. The headline font should be of minimum 22px and the body font of 14px. Highlighting the key message with larger fonts will help you in capturing the users' attention.

### CTA: Make them prominent

Make your CTA button a minimum size of 44x44 pixels with plenty of white space around it. Make sure you spread the button across the width of the email if possible, and set it apart from the rest of the email content so it's conveniently tappable.

### Images: Use images carefully

All mobile OS except iOS block images by default and prompt the user to turn the images on. Therefore, use images carefully in your mobile emails. Avoid using them to save space and balance them with plenty of body text by keeping the image size smaller and text size larger.

Use Retina images. It is a good practice to have an image of 1200px squeezed inside a container of 600px to render a pixel perfect image in your emails.

### Content: Be short, concise and relevant

Trim your content for mobile emails. Include only relevant and valid information in the form of text, links, and images. Include the main message above the fold because when it comes to viewing the email on a mobile device, the top portion is critically important. Highlight the key elements using different font styles; this will help you draw readers' attention to the important part of the email.

### Layout: Single column template

Keep the layout of the email template simple. Avoid complicated structures that will fail to render on small screens. A linear and single column template layout will deliver the best results in most cases. Also, scale your emails to between 320-550px width to fit the width of the mobile screen.

### Links and Buttons: Highlight clickable links

Make the links and buttons in your email copy easily visible and clickable. Highlight them using borders, outlines, big buttons and other effects and keep them well spaced. Use bold typefaces and different font colors to make the links stand out from the text in your email.

### Spacing: Increase line spacing and white space

Make your email readable and easy to scan by providing proper line spacing. Increase padding around the main text content to avoid clutter and illegibility.

For further information  
please contact Cogora:

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[cogora.com](http://cogora.com)

