

NEW WAVE MEDIA GROUP

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OPTIMAL EDM GUIDE

NWMGROUP.HU



/ HOW TO CREATE THE HTML VERSION OF AN EDM?

The exact name of the HTML must be **index.html**. The file must not have a different name (index.htm or loremipsum.html are not usable).

The character coding the HTML file must be exactly **iso8859-2**. The popular UTF-8 coding (especially used in case of website programming) cannot be used for HTML letter sent out via [freemail]'s Optimail direkt marketing system.

All pictures linked to the index.html must be in the exact same folder where the html file is, no separate folder is either necessary or usable (eg.: images, p, etc.). Inserting the pictures via direct links into the index.html is also a **WRONG SOLUTION**. Proper file structure example:

Név	Kit.	Méret	↓ Dátum	Attr.
[.]			<DIR> 2017.05.04 12:41	—
index	html	10 269	2017.05.04 12:42	-a-
index	txt	3 148	2011.05.11 17:05	-a-
gomb	jpg	19 950	2011.05.09 20:59	-a-
logo	jpg	18 830	2011.05.09 20:59	-a-
fejlec	jpg	14 420	2011.05.09 20:59	-a-
lablec_logo	gif	962	2003.03.20 09:06	-a-
lablec_szaggatott	gif	80	2003.03.20 09:06	-a-
spacer1	gif	43	2003.03.20 09:06	-a-

Index.html must be created in a **TABLE FORMAT**. It is true that with general websites this may look like an old-fashioned html technique, however mailing softwares such as MS Office Outlook 2007 cannot display html files like internet browsers do. In order to have a nice display of your design in your recipients' mailboxes, it is best to create your HTML with this less cutting-edge technology.

```
<td width="700" bgcolor="#99CC01" style="font-family: Verdana, Arial, Helvetica, sans-serif;">
```

NO BACKGROUND IMAGES can be used (neither in CSS, nor in the html). The reason behind this is that several mail clients (eg. MS Office Outlook 2007) do not display these images at all. Please copy Optimail footer to the end of the letter.

Please download the footer html code and images from here:

http://www.origo.hu/attached/lablec_anyagok.zip

The EDM's maximum size is 200 kb (the unpacked files)

All links of the EDM letter must open in a NEW WINDOW (target="_blank").

NO FLOATING IMAGES may be used in the html.

NO JAVASCRIPT can be used in the html.

NO FRAMES can be used in the html (in any form).

NO MAPPING () can be used for linking the pictures in the html (in any form).

NO <object> TAG can be used in the html, so no flash or videoplayer inserting or other solution such as these are available

In case of addressing, substitute the names with {lastName} {firstName} strings.

These will be automatically replaced by the users' last and first names by Optimail system (Hungarian order of names is last name, first name).

If there is a "view in browser" link in the letter, replace it with {originalUrl} string.

This will be replaced by the correct URL by Optimail.

/ CREATION OF THE **TEXT VERSION** OF THE EDM

A The TEXT version is NOT just the original letter without pictures. The TEXT VERSION can **ONLY CONTAIN UNFORMATTED TEXT**. No HTML tags, underlined or bolded characters, etc. can be used. For formatting or highlighting please use capital letter or “underlining” by characters such as “-“. Certain mail clients (e.g. [freemail] simple, mobile clients, corporate mail clients) display only the text version of the letter first. (Hint: proper text version is something that Windows' Notepad application can display.)

- File name must be index.txt.
- File must be in the SAME FOLDER as index.html (and all the other files).
- Maximum length of a line: 75 characters (hint: use the text version footer as a guideline that can be downloaded from here: http://www.origo.hu/attached/lablec_any_agok.zip)
- After 75 characters, BREAK should be inserted, setting the soft wrap to this is NOT ENOUGH, there must be a break after every 75 characters (except for links). Insert the **text version** footer at the end of your text version letter.
- Character coding of index.txt must be LATIN 2 (UTF-8 will not work)
- Proper form of links: “>> URL “ (>>spaceURL)
- **Example for the proper index.txt:** <http://www.origo.hu/attached/index.txt>