



THE BUSINESS OF SELLING TRAVEL

## TTG Partner email specification

### CREATIVES

For dedicated newswires we need an email designed in HTML which:

- Width 600px x Height 1600px max
- Uses inline styling only – no externally referenced CSS
- Uses as much true-type text as possible, rather than one flat image
- No true-type over 36 pt
- No words or phrases completely capped (eg FREE, NEW, NOW etc)
- No multiple exclamation marks (ie !!!)
- No asterisks
- 250 words max
- Host all images used on your web server, please do not host them within a local folder and supply the pictures separately
- Use nested tables for the layout/architecture – CSS defined div tags do not render very well in Outlook 2007 which most of our subscribers use
- Tabular layout
- Background colour variables need to correspond to table cells [ ] or the table itself [ |
- All images must contain width and height variables
- All links/click-throughs must be in place
- All links must be supplied in <a> tags
- **Alt Text:** Note that Outlook does not display images by default. Please ensure to provide descriptive text in your html file for the alt attribute of every image. This ensures that the first glimpse of the message will display some description of the images and/or your brand if the images do not display automatically.

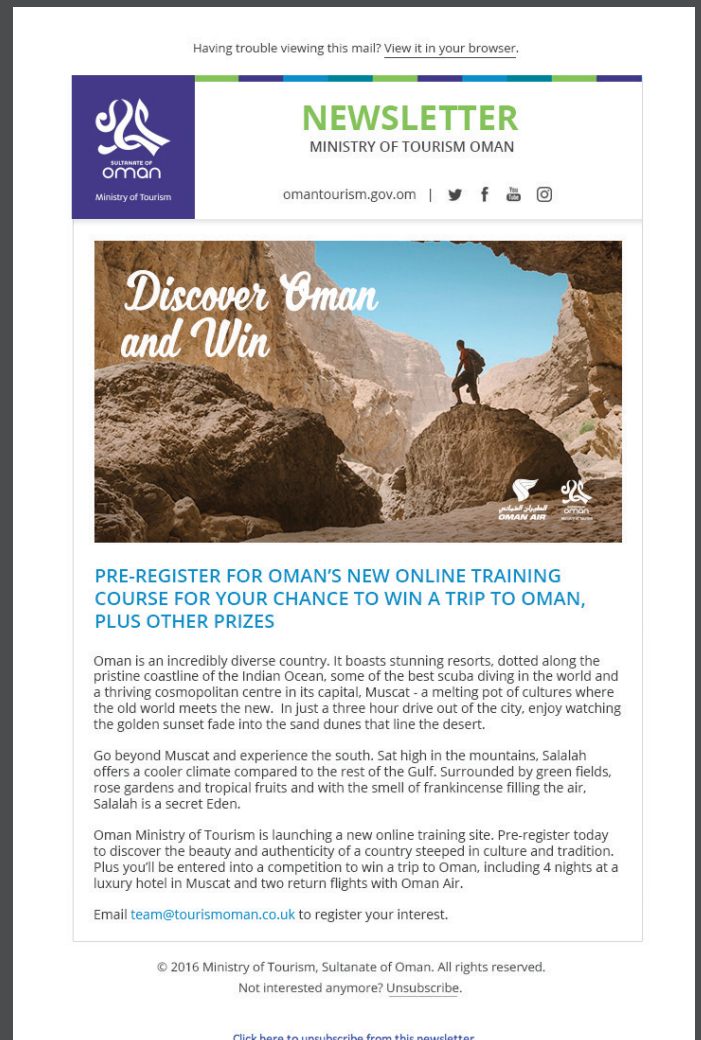
Sample img tag: 

### THINGS TO THINK ABOUT

A good html alert is a driver or a teaser, so don't overload it with too much specific information as if you say too much too soon as it were, you will negatively affect click-through figures. Try to phrase wording in general as "calls-to-action" and keep all incentives and links as contextual as possible

### WE ALSO NEED

A subject line – 10 words maximum  
All text may need to be edited at TTG's discretion.



PARTNER EMAIL EXAMPLE ARTWORK

PLEASE SEND FINISHED HTML FILE WITH CLIENT NAME IN THE SUBJECT FIELD TO OUR PRODUCTION MANAGER STEVE MILLER: SMILLER@TTGMEDIA.COM OR CALL +44 (0)20 3714 4119