

NPG Email Specification



For the supply of emails by advertisers

2009 Guidelines

Online Advertising Operations

naturejobs
making science work

NPG Email Design and Formatting Specifications

Proofing Time: 48 Hours (2 Business Days)

1. Supplying the HTML message

- Whilst a few of the newest mail readers might support CSS, we have to stay with very conservative markup; **HTML only should be used**. The safest method of styling text is to define it within tags.
- Do not use DIV tags or absolute positioning, place your content within a <table> no more than 570 pixels wide. This width includes borders. No heights are needed within the table tags.
- Center-align the main table containing your HTML content.
- Due to the increasing frequency with which email recipients are using the 'preview pane' option with a similarly large proportion of images additionally blocked by default we do not accept image only emails.
- Do not exceed a total combined image download size of 75kbs. Keep image file sizes optimised and include "alt" tags on each image.
- All images must be called directly from your own server and referenced by the complete URL. Define the height and width of all images (faster load times).
- Use the target="_blank" attribute, so that people who read email with webmail services don't have the requested page appear within their webmail interface.
- The total saved .html file size must not exceed 20kbs.
- *Microsoft Word is not suitable for formatting HTML to NPG's requirements.*
- *Do not use image maps within your HTML code.*
- *No JavaScript or Flash animation.*
- *No attachments can be dispatched.*

*2. Supplying the **REQUIRED** 'back-up' ANSI text message*

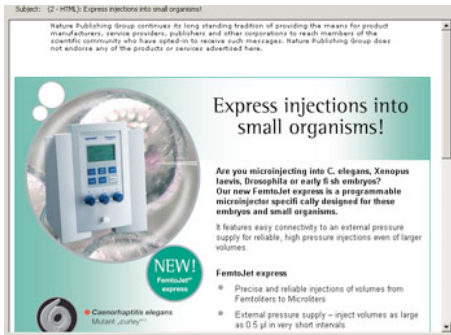
We require a text-only copy of your email message for dispatch to all those recipients who have opted not to receive HTML formatted emails. This means that there will be no colours, no bolds, no italics, no underlining, and the font will be all one size.

- Each line of your text-only message should be manually limited to 70 characters in length.
- Untracked URLs should be on a line of their own and should not exceed 70 characters or they will cease to function.
- URLs which we track on your behalf cannot exceed 255 characters.
- All text-only emails supplied must be saved in an ANSI .txt format.
- **Supplying the REQUIRED 'back-up' ANSI text message on a Mac - If you receive the email message in word format convert to an RTF doc.**
- Go to TextEdit and open up preferences - under - Under New Document tab - click the "plain text" button - make the window size to "70" characters wide and "e.g. 500" lines long; under Open and Save tab - check "delete the automatic back-up file" - "Ignore Rich Text commands in RTF files" - "Preserve white space" buttons
- Copy and past RTF doc into a new TextEdit doc - the txt doc will appear as if it has it has no line breaks BUT works fine in Dreammail.

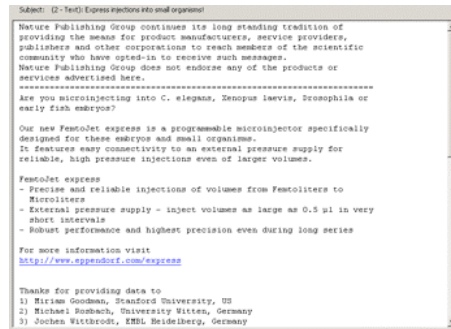
Microsoft Word documents are not suitable for editing because auto-wrapping occurs and some characters and symbols are not actually available within the ANSI format.

Recent versions of the PC text editor 'notepad' are **also not suitable** due to character range extensions made available in Microsoft XP.

We recommend the use of text editing software such as "Text Pad" which displays the current character number at any given point - making it easier to manually cut the line ending at 70 characters. In addition Text Pad will remove any font styles and highlight any non ANSI characters requiring replacement with a suitable character in the ANSI range. Text Pad is available for download at <http://www.textpad.com/download/> .



Example HTML Email



Example ANSI Text Email

General Design Constraints

Due to the increasing frequency with which email recipients are using the 'preview pane' option, and with a similarly large proportion of images additionally blocked by default, we recommend keeping image use away from the top left of your email design. This will ensure that your message is read by the largest audience possible.

The subject line should be no more than 8 words. The average email viewer can see 60 characters in his subject line before it is cut off.

Keep the email length to a minimum to reduce the need for excessive vertical scrolling.

Emails may not employ persistent rapid / 'strobing' animation of any graphic, copy, or background element(s).

Emails cannot mislead the user. No creative can mimic or resemble any Windows / Macintosh / Unix dialogue boxes, error messages or the like. Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.

NPG has final approval over all email creative supplied; in the case of extreme negative user feedback / interference, NPG reserves the right to pull creative prior to campaign delivery.

For recommendations on how to reduce the likelihood of your e-mail message being filtered as 'spam' try feeding it through an online tool like that found at <http://spamcheck.sitesell.com/>

NPG Online Design Services

Not all of our advertisers have access to digital agencies or design staff of their own. Within the Online Advertising Operations team at NPG, we have a team of designers available to produce creatives on your behalf. We are able to design any of the materials detailed in this specifications document, however, please do bear in mind that this option will add more delivery time to your proposed campaign - start dates should be planned accordingly. Up to 3 rounds of revisions to the design is allowed. Being certain of the copy and logo/images/color/fonts you want to use before the design process is started will ensure timely completion of creatives.

Talk to your sales rep about NPG's online design services, e-marketing campaigns of significant size could benefit from FREE design service. Our normal digital design rates are also very reasonable.

Contacting NPG's Online Advertising Operations Team

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* These are not direct numbers, please ask the receptionist to put you through to the Online Advertising Operations Department