

### 3. NEWSLETTERS

#### Technical specifications

## HTML for newsletters

HTML for newsletters	
Specifications	<ul style="list-style-type: none"><li>• The maximum width should be 600 pixels for a correct visualisation in the different mailclients.</li><li>• The HTML code should be created in tables instead of DIVs (layers).</li><li>• Keep in mind the reproduction on mobile devices and provide responsive design.</li><li>• The used CSS should be 'inline'</li><li>• CSS for responsive design must be 'embedded'.</li><li>• The images are to be saved in the RGB colourspace at 72 dpi<ul style="list-style-type: none"><li>- The sent images can be relatively linked.</li><li>- The images on the client's server should be absolutely linked.</li></ul></li><li>• Relative hyperlinks are not allowed.</li><li>• Provide operational hyperlinks which still function weeks after the e-mailing has been sent.</li><li>• Do not add attributes to the &lt;body&gt; tag.</li><li>• The fonts you can use (websafe font list) are:<ul style="list-style-type: none"><li>- Arial; Helvetica</li><li>- Arial Black; Gadget</li><li>- Times New Roman; Times</li><li>- Courier New; Courier</li><li>- Georgia; Times New Roman; Times</li><li>- Verdana; Arial; Helvetica</li><li>- Geneva; Arial; Helvetica</li><li>- Tahoma; Verdana; Arial; Helvetica</li></ul></li><li>• Encode accents and special characters in the HTML.<ul style="list-style-type: none"><li>- You are not allowed to use Javascript and Flash.</li><li>- It is not possible to add attachments.</li><li>- Warning: Outlook 2007 does not support certain formats anymore.</li></ul>For more information: <a href="http://msdn.microsoft.com/en-us/library/aa338201.aspx">http://msdn.microsoft.com/en-us/library/aa338201.aspx</a></li><li>• Please make sure that your code does not contain any mistakes and take into account the HTML directives. You can test your code by way of <a href="http://validator.w3.org">http://validator.w3.org</a></li><li>• Use ALT-text tags for the images.</li><li>• Avoid using background images since most email programs do not show them. You risk losing white text on a coloured background, making it unreadable.</li></ul>
<b>! ATTENTION! We no longer accept animated GIF files in our newsletter. Outlook 2010 only shows the first frame and not the complete animation. For newsletters only GIF or JPEG.</b>	