



E-NEWSLETTER GUIDELINES

All information listed below is to be submitted to john.lawlor@wearemci.com

- ✓ Your e-newsletter must be submitted either in HTML format or as an image file. **We strongly recommend preparing the e-newsletter in HTML to maximize its success.**
- ✓ **Please confirm your preferred date of sending by Tuesday 8 August 2023.** We recommend sending e-newsletters on the final days leading up to the event, between 4 & 8 September 2023.
- ✓ The deadline to submit your e-newsletter file is **one week prior the date of sending.**
- ✓ Please make sure to provide us with the subject line of the e-newsletter. **Recommended length: less than 50 characters.**

HTML REQUIREMENTS

Safe to use	Use with caution	Do not use
<ul style="list-style-type: none"> ✓ static, table-based layouts ✓ HTML tables and nested tables ✓ template width of 600px-800px ✓ simple, inline CSS ✓ web safe fonts 	<ul style="list-style-type: none"> • background images • custom web fonts • wide layouts • image maps • embedded CSS 	<ul style="list-style-type: none"> ✗ JavaScript ✗ <iframe> ✗ Flash ✗ embedded audio ✗ embedded video ✗ forms ✗ <div> layering

IMAGE FILE REQUIREMENTS

Prepare a PNG or JPG image (800px x 1100px) width x height not more than 500kb (bear in mind that images only e-newsletters are more likely to arrive as spam)