

Broadcast e-mail Production Requirements

Html

Html is similar to a web page with colour images.
It is recommended that you include a web site link and a correspondence e-mail address within your e-mail broadcast.

Responsibilities of client:

- ✓ Select name criteria for distribution
- ✓ Supply completed Html –
 - Please note: images should be URL links as opposed to inserted images
- ✓ Supply a subject line for the broadcast email
- ✓ Supply a sender ID (i.e. Either an individual's name OR company name)
- ✓ Send copy, subject line and sender ID to ecreate@cat-publications.com
- ✓ Copy must be received at least 1 week prior to scheduled mailing date

Responsibilities of CAT:

- ✓ Compile distribution list
- ✓ Insert the subject line
- ✓ Test any web site links
- ✓ Insert an unsubscribe message
- ✓ Send e-mail and forward any direct replies to client

Plain Text

Plain text is a straightforward e-mail and no formatting is possible.
It is recommended that you include a web site link and a correspondence e-mail address within your e-mail broadcast.

Responsibilities of client:

- ✓ Select name criteria for distribution
- ✓ Supply copy text in either e-mail or word format
- ✓ Supply a subject line for the broadcast email
- ✓ Supply a sender ID (i.e. Either an individual's name OR company name)
- ✓ Send copy, subject line and sender ID to ecreate@cat-publications.com
- ✓ Copy must be received at least 1 week prior to scheduled mailing date

Important: The total number of links in your email must not exceed 40 and the maximum file size cannot exceed 70KB. Artwork provided which exceeds these maximums cannot be distributed. Link names should contain numbers and letters only, they should not include any special characters or spaces.

Responsibilities of CAT:

- ✓ Compile distribution list
- ✓ Format e-mail copy
- ✓ Insert the subject line
- ✓ Test any web site links
- ✓ Insert an unsubscribe message
- ✓ Send e-mail and forward any direct replies to client

CREATION CHARGES - APPLICABLE IF COMPLETE ARTWORK IS NOT SUPPLIED:

Image hosting – set fee of £295 for 8 weeks hosting. (Chargeable when client unable to host their own images)

HTML creation – set fee of £795 (Chargeable when client unable to provide complete artwork)

HTML and image hosting – set fee of £995

Artwork needs to be supplied at least 14 days prior to booked slot.

ADDITIONAL DATA CLEAN:

£250 - set fee to dedupe your existing data against CAT data selection. Data file should be supplied at least 7 days prior to booked slot

EMAIL DISPATCH DATE – CHANGES TO THE SCHEDULE

If you need to change the date of despatch, please advise us as soon as possible, but no later than two weeks prior to the scheduled date. Any change requested after this date will incur a charge equivalent to 15% of your order value.

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