

THIRD PARTY EMAIL (TPE) - CHECKLIST

There can be a lot to remember when creating an email campaign, so we have created a checklist to help make the process easier.

If you have any questions on any of the details listed below then please do not hesitate to contact our Springer Nature Adops team:

EU/ASPAC campaigns:
ukadops@nature.com

US campaigns:
usadops@nature.com

WE WILL REQUIRE:

- **An HTML file** (see our [HTML email guide](#))
- **A plain text version of your email** (Plain text is a simplified version of the email with just text and no images).

This should be:

- Created using Notepad on a PC and Text Edit on a Mac. The text should be saved as a Text Document
 - Text must wrap after 70 characters
 - Untracked URLs should be on their own line and not exceed 70 characters
 - URLs which we track on your behalf must not exceed 255 characters
 - All text only emails must be supplied as text – not Microsoft Word
- **A subject line for the mailing**
(we recommend no more than 50 characters)
 - **Personalisation requirements**
(subject line personalisation or salutation within email body)
 - **Do you require a seed copy of the email? If so then we will need names and email addresses of contacts that need to receive it** (SEED mailings are a copy of the final mailing as it is displayed to the user. Note: Personalisation will not work on SEED mailings because these are not recipients who are on our third party mailing list)
 - **Send time** (If you have no send-time preference, the adops team will schedule it, during business hours, on your behalf.)
 - **Creative approval contacts: Names and email addresses**
(if different to copy contact)
 - **Suppression list** (if required)