

## **Client-Supplied HTML**

Client is to supply a production-ready HTML file within 5 business days.

Test emails will be sent for review and must be approved by the client prior to launch.

Please note that deployment may be delayed if the submitted file does not meet the required specifications or is received after the deadline.

<b>Technical &amp; Design Specifications</b>	<b>Content Guidelines</b>
<p><b>Dimensions:</b> Listed dimensions help ensure consistent rendering across most email platforms. Emails should be responsive based on device and screen size.</p> <ul style="list-style-type: none"><li>• Maximum width: 600px</li><li>• Recommended length: 600 to 800px</li></ul> <p><b>File Size:</b></p> <ul style="list-style-type: none"><li>• Total HTML file size should remain under 100kb.</li></ul> <p><b>HTML:</b></p> <ul style="list-style-type: none"><li>• Must include the &lt;!DOCTYPE&gt; declaration.</li><li>• Use HTML tables for layout with inline CSS for consistent rendering.</li><li>• Use nested tables to maintain structure across email platforms.</li><li>• Use HTML elements to create the Call-to-Action (CTA) button, and not images.</li><li>• Avoid block-level elements such as &lt;div&gt; or &lt;p&gt;, as it may not render consistently.</li><li>• Do not use JavaScript and Flash.</li></ul> <p><b>Images:</b></p> <ul style="list-style-type: none"><li>• Maximum collective image weight: 300kb.</li><li>• Acceptable formats: .jpg or .png, hosted publicly and referenced with URLs.</li><li>• Do not use image maps, sliced images, or background images.</li><li>• Optimize images for dark mode by using a white background behind any black text.</li><li>• Include alt text for accessibility and screen-readers compatibility.</li></ul> <p><b>Fonts:</b></p> <ul style="list-style-type: none"><li>• Use web-safe fonts such as Arial, Verdana, or Times New Roman.</li></ul>	<p><b>Subject Line:</b></p> <ul style="list-style-type: none"><li>• A brief and compelling text to encourage opens.</li><li>• 50 characters or fewer.</li><li>• Avoid spam filter trigger behaviors such as using all caps in any words, and special characters (\$#*+&gt;&lt;~).</li></ul> <p><b>Pre-header/Preview Text (optional):</b></p> <ul style="list-style-type: none"><li>• Acts as a secondary subject line to reinforce the message and may improve open rates.</li><li>• 50 characters or less.</li><li>• Do not duplicate the subject line.</li></ul> <p><b>Body:</b></p> <ul style="list-style-type: none"><li>• Avoid image only email; this often triggers spam filters and can cause content blocking.</li><li>• Simple, single-column designs work best across platforms. Complex or multi-column layouts may require additional testing and troubleshooting.</li><li>• Use lightweight images to help keep the overall email size small and helps faster load times in subscribers' inboxes</li></ul> <p><b>Links:</b></p> <ul style="list-style-type: none"><li>• All URLs must be valid and lead to live landing pages prior to launch.</li><li>• Hyperlink text should be underlined and/or styled with color contrast.</li><li>• Embed any required click-tracking or custom tags directly into the HTML.</li><li>• Remove the advertisers opt-out link. Our footer will include the required opt-out option for recipients.</li><li>• For optimal tracking, please keep the number of links to a minimum.</li></ul>


**Additional Note:**

Formatting cannot be guaranteed when using HTML exported from third-party email-creation tools.

**Springer Nature Email Template**

Client is to provide the necessary assets for building the email using our template within 5 business days. Test emails will be sent for review and must be approved by the client prior to launch.

Please note that deployment may be delayed if multiple rounds of revisions are requested or if assets are submitted after the stated deadline.

Assets Required	Template
<p><b>Advertiser logo</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Provide in .jpg or .png format Max file size: 50kb</li></ul>	 <p>The template layout includes a grey header with 'Springer Nature Header', a dark grey box for the 'Logo', a large dark grey box for the 'Image', a 'Headline' section with three paragraphs of placeholder text, a 'CTA Button' in a dark grey box, an 'Advertiser Information' section with placeholder text and four social media icons (Facebook, X, Instagram, LinkedIn), and a grey footer with 'Springer Nature Footer'.</p>
<p><b>Image file</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Provide in .jpg or .png format Maximum width: 600px Maximum height: 450px</li></ul>	
<p><b>Copy Requirements</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Subject line: 50 characters or fewer</li><li><input type="checkbox"/> Headline: Fewer than 10 words</li><li><input type="checkbox"/> Body copy: 150-200 words</li><li><input type="checkbox"/> Include a CTA – 2-3 words</li><li><input type="checkbox"/> Include any necessary links</li></ul>	
<p><b>Optional assets</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Preview text: 50 characters or fewer</li><li><input type="checkbox"/> Advertiser information<ul style="list-style-type: none"><li>Physical Address</li><li>Telephone number</li><li>Email address</li><li>Social handles</li></ul></li></ul>	