

## IgNS E-Blast Content Submission Guidelines

### FORMAT

- Submit a standalone HTML plain text (.txt) or Word document (.docx) file with **inline CSS** to [morgan.grubbs@ig-ns.org](mailto:morgan.grubbs@ig-ns.org). **Please do not send zipped folders**, as this HTML must be copied and pasted into our system.
- Ensure the deployment date and company name are included in the file name for clarity.

### IMAGE HOSTING

- All images referenced in the HTML must be **hosted on an external server or in an external location** to ensure they display.
- **Replace local image file references** (e.g., ``) with fully qualified URLs (e.g., ``) to ensure they display correctly.

### EMAIL LAYOUT

- The max width of your content should be set at **600px** to ensure proper placement within the IgNS email template. (*max-width:600px*)
- Avoid background images with text overlay, as this formatting may not be supported by all email clients.
- **Ensure the HTML structure is valid, and all tags (e.g., `<span>`, `<table>`, `<tr>`, `<td>`) are properly closed** to prevent rendering issues.
- Confirm that the email structure follows best practices for rendering across all email clients.

### CONTENT AND STYLE

- There are no character limits for the HTML content.
- **Inline all CSS styles** to ensure compatibility with various email clients.
- Ensure the submission contains only the standalone HTML content as required by the IgNS format.
- **The use of `<body>` and `<head>` tags is not permitted.**

### HEADER, FOOTER, AND DISCLAIMER

- Please include this disclaimer **before the footer content**:
  - *This is a paid advertisement for a commercial entity and is not affiliated with or endorsed by IgNS. Any claims or statements regarding products or services are solely those of the advertiser and cannot be verified by IgNS.*

- The **IgNS-sponsored header and footer images** are required. Ensure the header and footer are set to a width of **600px**.
  - [Click to access header image](#)
  - [Click to access footer image](#), and link out to <https://ig-ns.org/certification/>

### **SUBJECT LINE**

Please provide a **subject line and preview text**. The subject line will be preceded by “**A Message from Our Sponsor:**”

### **TESTING AND APPROVAL**

A test email will be sent to the sponsor for review and approval. This test will include a check for the accuracy of copy, images, and links.

### **GENERAL NOTES**

- Ensure **links are functional** and open in a **new tab** (use target="\_blank" where applicable).
- Verify that all **hosted images are accessible** and **optimized for email loading speeds**.