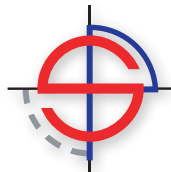


Email Specs & Guidelines

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SELECT PUBLISHING

Email, Direct Mail and Social
Media Marketing Services

Email Campaign Guidelines & Requirements

We want your email campaign to be successful!
Following the below guidelines will ensure the best success.

- **Completed html artwork must be submitted **2 days in advance** of scheduled deployment date**
- **Information and images for emails created by our art department must be submitted **5 days in advance** of scheduled deployment date**
- **Following our technical guidelines prevents your email from being marked as spam. Designs that receive too high of a spam score may be rejected**
- **New content AND subject line MUST be submitted for EVERY deployment. Sending duplicate content in email dramatically increases the chance of being flagged as spam**

We cannot guarantee the success of email campaigns that do not follow our guidelines. Email design services may incur an additional charge. Clients are responsible for submitting content for their email designs. If the proper content is not submitted, the email will not be deployed.

For Technical Assistance or Submitting Art:

Eric Dingman, Email Marketing Specialist: ericd@spmadison.com

Onlinefarmer.com

Basic Elements of a Successful Email Design



1. Images:

- web optimized
- 72 dpi
- .gif or .jpeg



Dairy - Tunnel Ventilation Solutions

Watch and see just how comfortable these cows are inside this Tunnel Ventilated facility.

Providing a breeze to the cows will reduce heat stress for the cow. When heat stress is reduced, the cow is relaxed and comfortable and able to reach its production potential. The well designed tunnel ventilated barn provides 5 to 6 MPH (2.2 to 2.7 m/s) breeze across the backs of the cows.

Watch the Video

It is all about Cow comfort.

The progressive dairymen have recognized the critical nature of genetics and feed as keys to maximizing production for many years but have only recently begun to

2. html Text:

- Text that is NOT part of an image

Watch the Video

It is all about Cow comfort.

The progressive dairymen have recognized the critical nature of genetics and feed as keys to maximizing production for many years but have only recently begun to understand how much cow comfort effects productivity.

~ By Tom Fahey, Munters AgHort VP Americas

Read More

3. Call to Action:

- Ask readers to take action!
- What is the goal of your email campaign?

4. Social Links:

- Facebook
- Twitter
- YouTube
- Linked In



Munters

Watch the effect of Tunnel Ventilation on cow comfort 11/4/2015

5. Subject Line

- Do not include business name

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E-Newsletter Technical Specs

600 px



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Follow the excitement and join the community of Munters customers and employees. Get the latest talk about new products and helpful tips on existing products. You'll always be one of the first to know about what is going on with Munters.

- 600px max width
- 50% images/50% html text
- 72 dpi, web optimized RGB .jpg or .gif images
- Images must be placed at 100% of their file size
- Single page layout
- Inline css only
- Tables may be embedded no more than 2 deep
- html must reference exact images
- html must include links
- All images should include alt text
- Filename must include business name
- All files must be contained in one compressed zip folder

Munters Corporation / 1-800-227-2376 / www.munters.com

CONFUSED OR CAN'T CREATE HTML?

We can help! Check out the next page.

For Technical Assistance or Submitting Art:

Eric Dingman, Email Marketing Specialist: ericd@spmadison.com

Onlinefarmer.com

Can't submit html file?

We can design it for you!

We understand that not everyone has access to programmers or knows how to prepare images and html. If you can't submit html please gather the following information and submit it and we will create a custom email design for you!

- 1. Purpose/Theme of your campaign**
- 2. Headline that captures interest**
- 3. Your company logo**
- 4. Images of your product or those that capture the theme of your campaign**
- 5. Marketing copy that pertains to your product and the purpose of your campaign**
- 6. Call(s) to action - ask readers to take action!**
- 7. All links (social media links as well)**
- 8. Subject Line - why should they open?**

ALL of these elements are crucial, essential parts of a successful email campaign!

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Onlinefarmer.com