

## Index/Inda Direct mail specifications

File size	HTML: max 25 KB Image files: max 250KB
Width	Maximum width: 650 px
Campaign datas	<ul style="list-style-type: none"> <li>• Mail subject</li> <li>• Sender's name and e-mail address <ul style="list-style-type: none"> <li>○ Subscribers will see this name and email address as the sender</li> </ul> </li> <li>• Reply to name and e-mail address <ul style="list-style-type: none"> <li>○ When subscribers hit reply button, they will see this name and email address as the recipient.</li> </ul> </li> <li>• Preview mail to:</li> </ul>
Must be delivered	<ul style="list-style-type: none"> <li>• <b>Direct mail text only version</b></li> </ul>
Suggested	<ul style="list-style-type: none"> <li>• eDM must be built ready, and reachable via http protocol (on the advertiser's server) for the user</li> <li>• direct link for the web version in the eDM's text, after the &lt;body&gt; tag, in the first row</li> <li>• please note: number of clickthroughs on web version links will not appear in direct mail click stats</li> </ul>
<b>NOT</b> allowed	<ul style="list-style-type: none"> <li>• Background images</li> <li>• Javascript</li> <li>• iFrame</li> <li>• CSS file from extrenal source</li> </ul>
Media	<ul style="list-style-type: none"> <li>• Static image - .jpg , .gif , .png</li> <li>• Every image most contain an &lt;alt&gt; tag.</li> <li>• Animated gif is not allowed.</li> <li>• Rich formats are not allowed (flash, html5 video player, audio player)</li> </ul>
Format	Plain text <b>and</b> HTML
	<p><b>Plain text</b></p> <ul style="list-style-type: none"> <li>• only contains text</li> <li>• character encoding: UTF-8</li> <li>• suggested formatting: 80 characters/row than use break</li> <li>• <u><a href="http://www.valami.hu">www.valami.hu</a></u>; <i>http://valami.hu will appear as a clickable URL in the letter</i></li> </ul>
	<p><b>HTML</b></p> <ul style="list-style-type: none"> <li>• valid XHTML <a href="http://www.w3.org/TR/xhtml1/">http://www.w3.org/TR/xhtml1/</a></li> <li>1. HTML source built with div - div's can't have the position:</li> </ul>

absolute; parameter

- character encoding: UTF-8
- links have to contain "target=\_blank"
- every HTML tag must be closed
- define every image's size eg.: width="300" height="50", or style="width: 300px; height: 50px;"
- custom tags, attributes are not allowed
- <base> tag is not allowed
- images with .jpg or .gif format are allowed
- deprecated tags are not allowed. More info can be found here about the useable tags, or, about the alternatives of the deprecated tags.
- Images hosted on your own server must be embed with direct linking
- images hosted on Index/Inda servers must be embed with relative linking, and you must attach the HTML source as well.
- Google Analytics tracking code is allowed

## CSS

- CSS definitions must be in the HTML source – CSS from external links are not allowed.
- CSS definitions shall be in the <head> tag, in this case, every class and ID found in the letter must contain the „dm-“ prefix.
- in-line CSS definitions are allowed
- images are allowed to use with „background“, or „background-image“ parameters, but inline, base64 encoding is forbidden
- in every case, use hexa codes for the color definitions. Rgb and the name of the color is not allowed.