

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

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.