

## SPONSOR E-DRIVER GUIDELINES

All information listed below is to be submitted in order for correct formatting:

- ✓ Your e-driver must be submitted by a “View in browser” link/URL. **\*\*Please see below on how to attain this link.**  
**The e-driver should be designed in a reputable e-mail platform that provides a “View in your browser” link/URL to maximize its success.**
- ✓ **Outlook code must be included in your design to integrate your e-mail across all email applications.**
- ✓ **Preferred platforms which include the correct Outlook code:**
  - MailChimp
  - Constant Contact
  - HubSpot
- ✓ Please note if the correct format is not provided, your e-driver will be sent as an image.
- ✓ We recommend sending e-drivers on the final days leading up to the meeting
- ✓ The deadline to submit your e-driver file is **10 days prior to the date of sending.**
- ✓ Please make sure to provide us with the subject line of the e-driver.  
**Recommended length: less than 50 characters.**

### Required Format to Maximize Success:

Sponsors to create their e-driver in a reputable e-mail design platform (MailChimp, Constant Contact, or HubSpot) and to provide Kabloom or the project manager with the “View in browser” link. This is to ensure correct formatting by enabling us to use the HTML code as-is and avoid alterations.

If a third party (agency) is creating the e-driver on your behalf, most agencies will create an ‘e-mail-ready’ version of the design work. Please ensure the agency provides you with the “View in browser” link.

**PLEASE NOTE:** Folders or files other than the HTML code cannot be accepted due to sending platform requirements and ensuring correct branding and design formatting.

**An incorrect format will result in delays.**

**If your agency is unable to send the correct format 48 hours before your preferred date of sending, your e-driver will be sent as an image.**

If there are any further questions on formatting, please do not hesitate to reach out to Clarissa Jacobs: [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com).

## HTML Design Recommended Guidelines

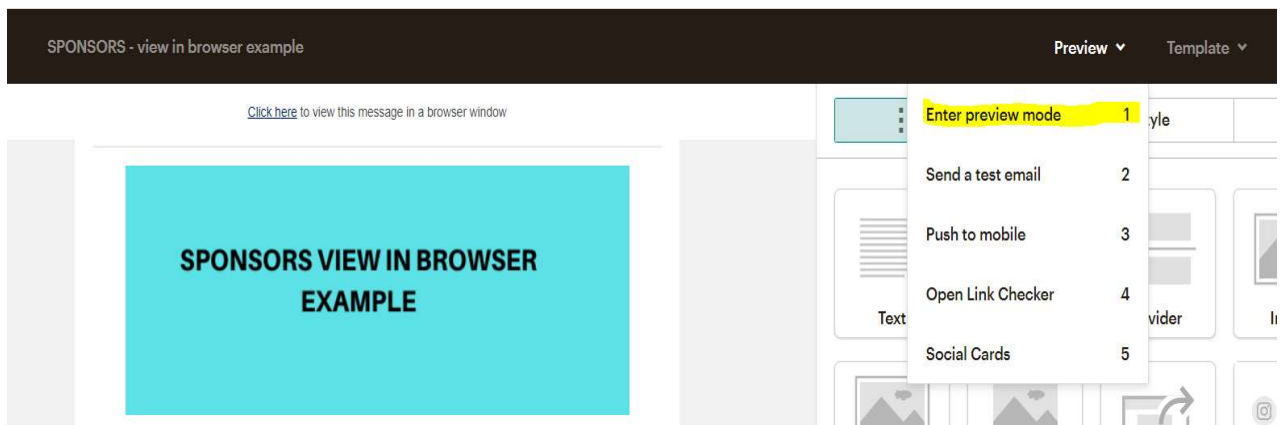
Safe to use	Use with caution	Do not use
<ul style="list-style-type: none"> <li>✓ static, table-based layouts</li> <li>✓ HTML tables and nested tables</li> <li>✓ template width of 600px-800px</li> <li>✓ simple, inline CSS</li> <li>✓ web safe fonts</li> </ul>	<ul style="list-style-type: none"> <li>✓ background images</li> <li>✓ custom web fonts</li> <li>✓ wide layouts</li> <li>✓ image maps</li> <li>✓ embedded CSS</li> </ul>	<ul style="list-style-type: none"> <li>✓ JavaScript</li> <li>✓ <u>&lt;iframe&gt;</u></li> <li>✓ Flash</li> <li>✓ embedded audio</li> <li>✓ embedded video</li> <li>✓ forms</li> <li>✓ &lt;div&gt; layering</li> </ul>

## \*\*How to Get the “View in Browser” link

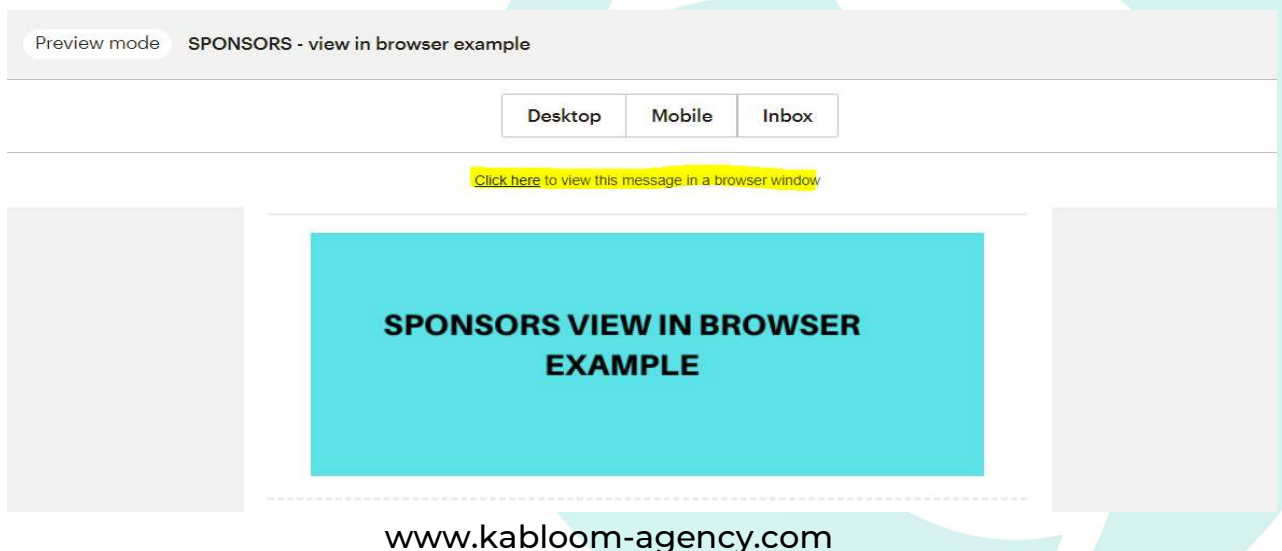
### Option 1:

**\*\* A similar process will be used on other email platforms - please consult with your marketing agency.**

1. Once the e-driver design is complete, click on the “Preview” button on the top right-hand side of the page and proceed to click on “Enter preview mode”.



2. Once you have clicked on “Enter preview mode”, you will land on the below page.
3. Click on the underlined action button, “Click here to view this message in a browser window” (highlighted in yellow).



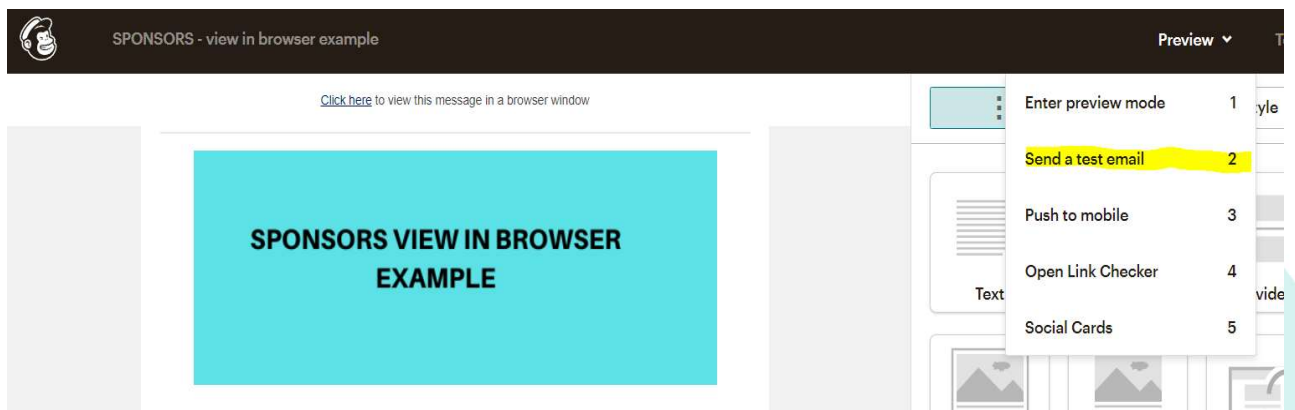
4. Once the link opens in a new window, copy the URL, and send it to either the project manager or [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com).



**Please note:** Additional changes to the URL will not be displayed or automatically updated on our end once the link has been sent. Should you wish to make any additional changes after the link has been sent, please send an updated URL. This will impact the timeline as additional time needs to be allocated for testing and may incur charges.

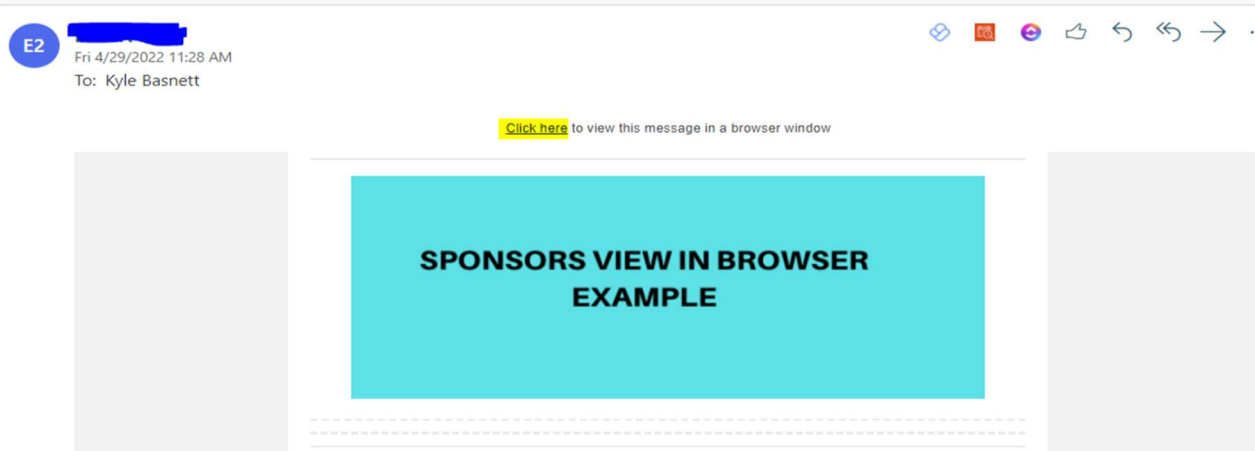
## Option 2:

1. Once the e-driver is complete, click on the “Preview” button on the top right-hand side of the page and proceed to click on “Send a test email”.



2. Please send a test to [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com).

3. Kabloom will receive the test mailer and use the “click here” link (below in yellow). This link will be used to launch/send the mailer.



4. Either Option 1 or 2 will be sufficient, the sponsor will still receive a live test to approve before the final send.
5. The “View in browser” links help to automatically apply formatting code, so the e-driver performs on all email servers.
6. Please note that most HTML mailers are not coded to support Outlook. Kabloom, therefore, deploys extra programming resources and time to add the code.

## Cross-Platform E-Driver Design

Various mail platforms render HTML/CSS differently, in their own ways and for their own reasons due to their inherent coding. The differences in what HTML and CSS code support depends on many factors. When rendering HTML and CSS in e-drivers many things impact what the end-user is going to see. The mail exchange server, the pre-processor, the browsers, the rendering engines, and more; all affect the way your message is going to be displayed. These vary from client to client; browser to browser; server to server.

However, below are some best practices you can utilize so that your e-driver coding will stay intact across different clients and platforms.

## E-DRIVER - DESIGN - GUIDELINES

### Layout

<p>Avoid using padding or margins</p>	<ul style="list-style-type: none"> <li>✓ Certain e-driver clients do not support these formatting settings.</li> <li>✓ For example, Outlook cannot support padding, and Hotmail cannot support margins.</li> <li>✓ These can be especially problematic when added inside of a table in either mail client.</li> </ul>
<p>Always use inline CSS</p>	<ul style="list-style-type: none"> <li>✓ Most webmail clients (Outlook.com, Yahoo.com, Gmail, etc.) will strip CSS out when stripping the head and body tags.</li> <li>✓ Make sure you render coding very carefully, so it conforms to the e-driver client's pre-set HTML.</li> </ul>
<p>Avoid BR, HR, and height tags in your e-drivers</p>	<ul style="list-style-type: none"> <li>✓ Every browser/client has their own default line height and will default to it most of the time.</li> <li>✓ Workaround in the next bullet point below.</li> </ul>
<p>Use Tables to create a general layout of e-driver</p>	<ul style="list-style-type: none"> <li>✓ Set the width of each cell in the table.</li> <li>✓ Avoid cell spacing and padding.</li> </ul>
<p>Always set a "doctype" in your code</p>	<ul style="list-style-type: none"> <li>✓ The HTML document type declaration, also known as DOCTYPE, is the first line of code required in every HTML or XHTML document. The DOCTYPE declaration is an instruction to the web browser about what version of HTML the page is written in. This ensures that the web page is parsed the same way by different web browsers.</li> </ul>
<p>Set wrapper reset styles in "wrapper div"</p>	<ul style="list-style-type: none"> <li>✓ This can override a browser or client's default styling of certain elements.</li> </ul>
<p>Be aware of text and font changes per device (mobile especially) and browsers</p>	<ul style="list-style-type: none"> <li>✓</li> <li>✓ Mobile devices and different browsers may change the font styling to increase readability.</li> <li>✓ For example, Comic Sans is not supported on mobile devices.</li> </ul>

## Backgrounds

**Use the older more basic background HTML tags.**

- ✓ "background-image"; "bgcolor"; "background"
- ✓ Many browsers and clients experience issues when trying to support compound CSS values, so be sure to use individual values such as "background-image" and "background-repeat".

**Always offer reset background colours or fall-back background colours to defer to if your specific background is not supported.**

## Images

Image Library	<ul style="list-style-type: none"> <li>✓ jpg, .gif, and .png files need to be added to your document and must be available online or in a folder.</li> </ul>
Always provide image dimensions	<ul style="list-style-type: none"> <li>✓ Some mail clients will automatically apply their own if none are given which can lead to significant issues when rendering these images in relation to spacing and alignment.</li> <li>✓ It is important to note however that some mail clients will do this regardless as a default setting.</li> </ul>
Make sure to give ALL your images 'alt' attributes	<ul style="list-style-type: none"> <li>✓ This simple step will keep the overall sizing of your images the same across platforms.</li> </ul>
Outlook.com	<ul style="list-style-type: none"> <li>✓ Outlook.com adds some pixels at the end of each image which can rearrange spacing, alignment, or padding.</li> <li>✓ Use the "Outlook.com hack" - <code>img {display:block;}</code>. This removes the padding in outlook.com and gives predictable results across many other e-driver clients in terms of added spacing or padding to images.</li> </ul>
Avoid 'float' tags	<ul style="list-style-type: none"> <li>✓ Outlook cannot support these tags, so SendGrid recommends using align tags. For example, <code>&lt;img src="image.jpeg" align="right"&gt;</code>.</li> <li>✓ Yahoo! has similar issues, so SendGrid recommends using <code>align="top"</code> for the image in question.</li> </ul>