



## Partner Insights Dedicated Emails | Guidelines and Specifications

### **Required Materials**

Please submit materials to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com) at least 10 business days prior to send date. Partner Insights emails are subject to ASHE approval.

- Subject line (45 characters or less)
- Requested send date (ASHE will confirm final deployment date)
- HTML code (submit as a .html and .txt file)

#### Design Guidelines:

- Limit the design width to no more than 650px
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </ table> tag)
- Use six-digit hex codes for colors
- All links must be embedded

#### Image Guidelines:

- Use JPEGs, PNGs, or non-animated GIFs
- Use absolute URL and image paths (images, links, etc.); images and files must be hosted by the client—ASHE will not host images
- Use image width and height attributes and values to preserve layout structure when images are disabled
- Plain Text Version
  - Submit your email copy as a Word document

### **Materials Submission**

Please submit materials to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com) at least 10 business days prior to send date. All artwork and content is subject to ASHE approval.

### **Sponsored Content Disclaimer**

Please note, ASHE will prominently display the following disclaimer at the bottom of each email: *“You’re receiving this message because you are a subscriber to American Society for Health Care Engineering (ASHE) and/or Health Facilities Management media. Periodically, we will inform our subscribers of special offers from connections in the field. ASHE/HFM do not support or endorse connections products or services.”*

### **Scheduling, Testing, and Deployment**

- Scheduling is conducted on a first-come, first-served basis and ASHE will make all reasonable efforts to accommodate requests for specific send dates.
- If no subject line is provided by the deadline, ASHE will use the following:
  - A Message from ASHE Partner: [Insert Company Name]
- The “From” field will be displayed as “ASHE Partner Insights”
- ASHE staff will forward one test email to the advertiser no less than one day before the scheduled delivery date
- Advertiser must provide written approval via email before ASHE will send the email