

HTML Submissions



ISAKOS

International Society of Arthroscopy,
Knee Surgery and Orthopaedic Sports Medicine

Digital copy for HTML

Guidelines for producing and transferring HTML copy for email marketing

To avoid errors during the handling of your files, please note the following points in producing your files. Please pass this datasheet on to your advertising agency or department responsible for producing your HTML copy.

When delivering any data, please include the following information:

Contact person in case of queries

- Name
- Phone number
- E-Mail

Details of advertisement

- Advertiser
- Format

File information

- HTML File Only
- File name
- Program used and version number

HTML Coding Specifications

- Emails should be 650-720 pixels maximum width
- Code all structure using the table element. Use nested tables to build complex structures
- Set width in Tables and inside Table Cells
- Inline all CSS inside paragraph, span, table styles only
- Do not use JavaScript or Flash
- Do not use Column Spans in code
- Only default fonts can be used
- Alt text is highly recommended
- Do not use shorthand coding for fonts and hex notation

Image Files in HTML

- Include the dimensions of your image
- JPGs or PNGs at 72dpi only
- Use absolute source links
- Alt text is recommended
- Images need to be hosted on an FTP server and linked
- Must include a display block and border of 0 in style tag

NOT ALLOWED

- Background images
- Nested background colors
- Flash, or other plugins
- Javascript
- Animated GIF
- PNG, BMP, TIFF, and any other formats besides GIF or JPEG
- <object>, <embed>, <form>, <style>, <script> tags
- CSS floats, CSS positioning

Recommended Software and Building

- Dreamweaver
- Taco for OSX
- Coffee Cup for Windows

We recommend building your mailing's HTML with an HTML editing program like Dreamweaver. HTML editing programs help identify errors in your HTML design, as well as give you live previews of what you're building, while you're building it. HTML editors like Taco for OSX or Coffee Cup for Windows can be a valuable alternative at a competitive price, while free online editors such as CSSDesk are also available.