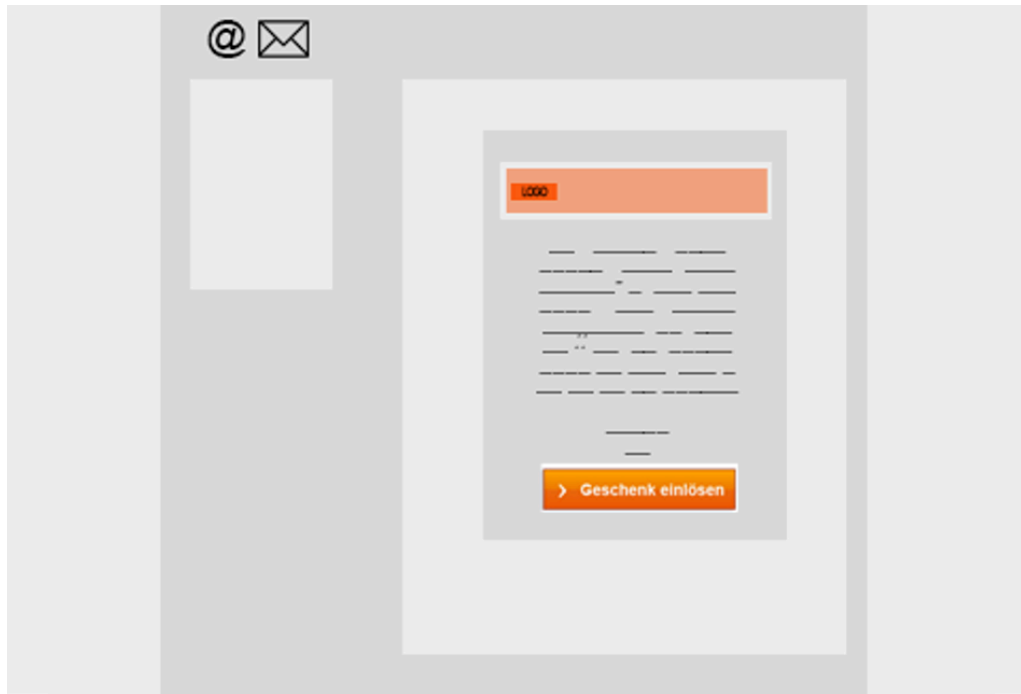
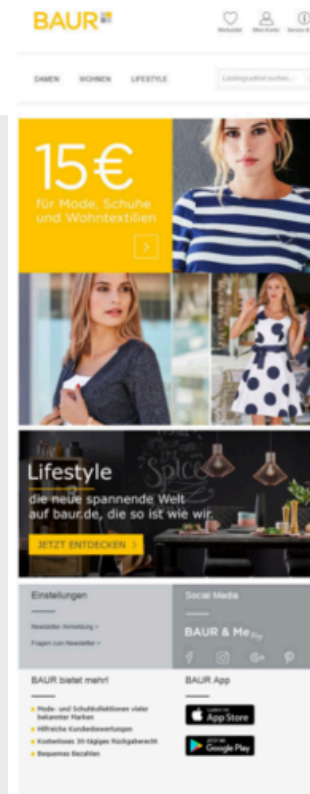




Description

The standalone e-mail newsletter is an advertising medium in e-mail marketing for disseminating one-off offers, special events or situation-related advertising messages. It is sent exclusively to a selection of interested recipients.

Delivery

- To ensure that we can integrate your advertising material as quickly as possible and thus guarantee a smooth process, please note the following requirements and comments.
- The advertising material (html and txt) as well as the subject line(s) and test mail recipients must be submitted at least 72 hours before the dispatch date.

Newsletter Assets

Subject line

- Max. 60 characters incl. spaces and emojis
- Emojis bitte nur verwenden, wenn sie bereits von Ihnen erfolgreich getestet wurden und angezeigt werden können.
- Please note:
- Template width max. 600 px
- The content of the subject line must not be misleading
- The subject line should encourage the user to open the newsletter and reflect the content of the newsletter

Preview text

- Max. 80 characters incl. spaces
- **Please note:**
- The content of the preview text must not be misleading
- The preview text should encourage the user to open the newsletter and describe the content of the newsletter in addition to the subject and sender name.
- The preview text should be the first element of your HTML so that no other content is displayed.
- Never use the same font color as the background color → SPAM risk
- Best practice: <https://litmus.com/community/snippets/1-hidden-preheader-text>

Size

- max. 50 KB%3b max. 600 pixels width recommended, no restriction on height
- Prohibited: Scripting and Flash
- Not recommended: Rich media

Technical details

- Please always prefix links with http:// or https://.
- Please deliver in txt format

Outlook

- Due to a change in the rendering engine from Outlook 2007 from Internet Explorer to Word 2007, there have also been changes for mailings with regard to the use of HTML/CSS content.

Outlook

- Outlook must therefore observe the following:
 - specify all styles inline
 - do not use div positioning, please use tables
 - always define tables, e.g. `<table width="600" border="0" cellpadding="0" cellspacing="0">`
 - „px“ in width=“...” and height=“...”- not permitted
 - define align and valign in each column
 - "Style" each column that contains text - e.g. `<td style="font-family: verdana%3bfont-size:11px%3bcolor:#000000">text text text</td>`
 - Specify font colors in hexadecimal, no short form.
 - Empty table cells with a height less than 20 must be specified as follows `<td width="13 "height="10" style="font-size:10px%3bline-height:10px%3b"></td>`
 - do not use background images
 - if these are used anyway, a bgcolor must also be specified behind them, which is used as a replacement
 - Caution: Font color must not be identical to bgcolor!
 - background-repeat is not permitted
 - Do not use forms
 - Do not use frames
 - Always write out paddings: padding-left, padding-right, padding-top, padding-bottom
 - do not use margins
 - do not use JavaScript
 - Recommendations / notes:
 - `<meta http-equiv="Content-Type" content="text/html%3b charset=UTF-8" />` use
 - Always specify linked images with border="0"
 - Provide all images with display:block: ``
 - Animated gif-images: please note that with some clients only the first frame is displayed
 - images should contain alt attributes to define an alternative text if the graphics are not downloaded
 - images not larger than 150 KB

- if possible, images should contain the size specifications width=".." and height="..".
- ""px" is not permitted as an additional specification in HTML tags such as width="..."
- Area maps - permitted, but not recommended
- Font family: Arial, Verdana, Tahoma, Times New Roman - recommended
- To reduce the spam value should/s:
- the title in the html header <title>xxx</title> should not be longer than 25 characters
- No font sizes of 0 and larger than 18 should be used (e.g.: font-size: 0px).
- be case sensitive when using graphics (image names are case sensitive)

Responsive Design

- Some Android-based smartphones and third-party apps (e.g. GMail app) do not fully support the CSS3 media queries required to implement the responsive design of newsletters.

Responsive

- For Retina displays, we recommend integrating all graphics (especially icons) in double resolution.
- The following information should be included in the code for responsive design
- <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=0" />
- <meta name="format-detection" content="telephone=no">
- <meta name="x-apple-disable-message-reformatting">

Styles

- To ensure optimal display, we recommend integrating the following CSS information in the <head> (if not already included):
- <style type="text/css">
- ReadMsgBody {width: 100%%3b}.ExternalClass {width: 100%%3b}.ExternalClass, .ExternalClass p, .ExternalClass span, .ExternalClass font, .ExternalClass td, .ExternalClass div {line-height: normal%3b}body {-webkit-text-size-adjust: 100%%3b-ms-text-size-adjust: 100%%3bmargi
- n: 0 !important%3bpadding: 0 !important%3b-ms-text-size-adjust: 100%%3b}p {margin: 1em 0%3b}BODY:link {color: #333333 !important%3btext-decoration: underline !important%3b}a[x-apple-data-detectors] {color: inherit !important%3btext-decoration: none !important%3bfont-size: inherit !important%3bfont-family: inherit !important%3bfont-weight: inherit !important%3bline-height: inherit !important%3b}table td {border-collapse: collapse%3bmso-table-lspace: 0pt%3bmso-table-rspace: 0pt%3b}img {outline: 0%3b-ms-interpolation-mode: bicubic%3b}a img {border: none%3b}p {margin: 1em 0%3b}div, button {display:block !important%3b}
- </style>

Animatet Gif

- Animated GIFs can be integrated as an image as normal. However, some clients do not support the application. In these clients, the first image of the GIF image sequence is displayed. The first image of the GIF image sequence should therefore make sense in the overall newsletter display.

Overall Ströer specifications and tracking guidelines

- [Ströer technical global specifications](#)
- [Ströer Tracking Guidelines](#)
- [Technical specifications for physical HTML5 ads](#)
- [General information for creatives with video/audio contents](#)