



Advertisers/Product Requirements for Field & Stream / Outdoor Life Dedicated Emails

Please submit the requirements listed below to Field & Stream/Outdoor Life 7 business days prior to the scheduled date of deployment of the dedicated email to ensure a timely send.

1. HTML document must include an appropriate doc type. Please include one Zipped file with images and content.
2. All images must be jpeg and gif format. Other image types are not accepted. Images may be hosted on the client's server, Bonnier server or SilverPop.
3. Absolutely no CSS/styles, java scripting or forms should be included. All alt tags must be in place for all associated images.
4. If delivered as fully coded, please make sure it includes valid links. Don't include blank links. For example, "#".
5. Max Pixel Width 600. Best practice is 569 for standard preview panes while Outlook is only a 440 preview pane.
6. Entire email file size should no more than 50K, including images. 20-25K is recommended size.
7. There are two ways to validate your email and validation must be done before sending any creative to Field & Stream and Outdoor Life:
 - a. The html must be entered into the site <http://validator.w3.org/> and pass 100%.
 - b. OR in Dreamweaver go to File, Check Page and Validate as XML. This will also match your results from validator.org.
8. Both of these versions should include their opt-out language, opt-out link, privacy policy and physical address. Including an 800 number is best practice. All footer above and below the fold will be inserted by the Field & Stream and Outdoor Life.
9. In addition we'll need the following:
 - a. **Subject line.** Subject lines should not be longer than 60 characters.
 - b. **Opt-out list.** Opt-out list for scrubbing against our lists should be delivered to Field & Stream/Outdoor Life in a secure manner, in a .txt or .csv file format.
 - c. **Test List.** A list of internal email addresses of those who should be receiving the "test" or "draft" version of the dedicated email. Someone from this list would be responsible for approving the email before the final version can be sent out. Client test list should include first names, last names and email addresses for test recipients.
 - d. **Final Send List.** Similarly, the "final send list" is a list of email addresses of those who should receive the final version of the dedicated email for internal purposes.
 - e. **Text Version of Creative.** A text version of your e-mail will be sent to recipients who opt in not to have an html version sent to their inbox. A notepad file with the text found on the html should be provided.