

**Main Street Publishing Pty Ltd**  
**Information on creating artwork for eDMs**  
**Version 3.0 © 2021**

In order to send an EDM, we require the following information to be emailed to [joseph@dentist.com.au](mailto:joseph@dentist.com.au):

- |                                 |   |
|---------------------------------|---|
| 1. A subject for the email      | e.g. Great dental deals available now           |
| 2. The sender name              | e.g. Great Dental Company                       |
| 3. The REPLY TO email address   | e.g. info@greatdental.com                       |
| 4. Where to send it             | e.g. Australia-wide, NSW only, New Zealand, etc |
| 5. When to send it              | e.g. 20 June 2019 at 7:00 am                    |
| 6. Where to send the TEST email | e.g. email address(es)                          |
| 7. Artwork to send              |   |

### **Preparing Artwork**

Artwork can be supplied as:

- An image (or images)
- An HTML file

### **Using an image**

To email an image, simply send us the image and the information described in points 1-6.

**THE IMAGE MUST BE AT LEAST 600 PIXELS WIDE.**

The image can be supplied as a PDF, JPEG, PNG file, GIF, Animated GIF, etc **OR** the URL for a hosted file.

In addition to the image, please supply a URL to link to if the image is clicked. An email address can also be used as an alternative (i.e. click the image and send an email). All URL links are tracked and statistics on click thrus, etc will be included in your report.

We can also host a PDF file for download if the image is clicked.

If multiple images are supplied for inclusion in a single EDM, each image can have a related link or download.

If multiple images are supplied, please number the filenames of the images in the order that they are to appear in the EDM in LOWER CASE with NO SPACES.

Please supply clear instructions!

Once the information has been supplied, the EDM will be loaded and a TEST EDM sent to the email addresses supplied (per point 6 above) for approval.

EDMs will not be sent until an approval is sent to [joseph@dentist.com.au](mailto:joseph@dentist.com.au).

**DO NOT REPLY** to the TEST Email with the approval! It may not be seen and your eDM may be delayed.

## Using HTML

Every email we send uses HTML. If you supply an image, per the above, we create rudimentary HTML code for the EDM on your behalf.

You can also supply an HTML file ready for us to load.

The important point to remember is that Email Clients are nowhere near as sophisticated as Web Browsers when it comes to processing HTML code.

As a result, the email campaign software we utilise simply deletes any code from your HTML file that an email client will not be able to process.

The major casualty of this is CSS (Cascading Style Sheets). Hence, we request that your HTML file **does not include embedded CSS code.**

Here are some points based on problems with HTML we receive:

- **DO NOT USE** coordinates to incorporate multiple hotlinks within a single image. Instead, divide the image into multiple smaller images to allow for multiple links. Coordinates are **NOT SUPPORTED**.  
Set <table style="border-collapse: collapse" cellpadding="0">
- **DO NOT** overlay PNG files with transparent backgrounds over other image files. This is **NOT SUPPORTED**. You can place background colours behind PNG files with transparent backgrounds but not images.
- **DO NOT USE CSS**. IT IS **NOT SUPPORTED**. Please hard code your font-related style tags individually in all text areas.

An example of ideal HTML code is shown on the next page.

## Debugging and Testing

All EDMs are TESTed prior to dispatch.

EDMs will not be sent until an approval is sent to [joseph@dentist.com.au](mailto:joseph@dentist.com.au).

**DO NOT REPLY** to the TEST Email with the approval! It may not be seen and your eDM may be delayed.

Provided we have instructions and an example of how the final EDM should look, we will do our best to correct any problems before the first TEST is sent.

The EDM will be retested following any corrections and reTESTed again until approved.



<p>We are pleased to extend your invitation to the 2019 World Dental Forum and look forward to seeing you at this international event.<br /><br />The World Dental Forum is a global initiative created by the Modern Dental Group and partners. Held at the Futian Shangri-La, Shenzhen in China, this event offers a unique opportunity to meet highly regarded international speakers updating you on the latest dental know-how and creates a space for you to exchange your knowledge and expertise with your peers.</p><p>Want to experience the magic in the making at our Modern Dental Laboratory, right here in Shenzhen? Get the opportunity to join us for an exclusive inside tour of our world-class production facility and take a look behind the scenes.</p><p>Shenzhen, the booming manufacturing powerhouse just to the north of Hong Kong, was once just a sleepy village on the South China Sea. Today, it shimmers with the glitter of modernist high-rises, ticks over to the mechanised hum of metro trains and beats with all the endless energy you'd expect of one of the nation's richest and fastest-growing megalopolises. Register today and experience the buzzing city of Shenzhen first hand.</p><p><strong>For more information about the World Dental Forum 2019, visit our <a style="color: #00508f; text-decoration: none;" href="{register}">WEBSITE</a>.<br /><br /><a href="{register}"> </a></p><p>If you have any questions regarding the event, please contact our Conference and Events Executive Lisa Sullivan on 02 8062 9816 or lsullivan@scdlab.com <br /><br /><strong><span style="color: #f79024;">We look forward to seeing you in Shenzhen.<br /><br /></span> </strong> <span style="color: #333333;">Your team at Southern Cross Dental</span></p></td><td width="30"></td></tr></tbody></table></td></tr><tr id="sugar\_text\_content-item-5" class="content-part"><td class="editable-image editable-item mce-content-body"></td></tr></tbody></table></td></tr></tbody></table><p style="line-height: 12px; margin: 0px;">&nbsp;</p><table style="width: 600px;" cellspacing="0" cellpadding="0" align="center"><tbody><tr><td><p style="font-family: Arial, Helvetica, 'sans-serif family'; font-size: 9pt; color: #666666; text-align: left; margin-bottom: 1em;">To unsubscribe please click <a style="font-family: Calibri, Verdana, Arial, sans-serif; font-size: 11pt; color: #666666;" href="{unsubscribe}">here</a>.</p><p style="font-family: Arial, Helvetica, 'sans-serif family'; font-size: 9pt; color: #666666; text-align: left; margin-bottom: 1em;"><span style="font-family: Arial, Helvetica; color: #666666;"><br /></span></p><p style="font-family: Arial, Helvetica, 'sans-serif family'; font-size: 9pt; color: #666666; text-align: left; margin-bottom: 1em;">This email has been sent to you [code] by Southern Cross Dental ABN 21 002 712 085 <br /> PO BOX 607, DOUBLE BAY NSW 1360<a style="fontfamily: Arial, Helvetica; color: #666666;" href="/cdn-cgi/email-protection#4920272f26093a2a2d25282b672a2624"><span style="font-family: Arial, Helvetica; color: #666666; text-align: left; margin-bottom: 1em;"><br /></span></a></span></p><p style="font-family: Arial, Helvetica, 'sans-serif family'; font-size: 9pt; color: #666666; text-align: left; margin-bottom: 1em;">This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.<br />\*\*\*\*\*</p></td></tr></tbody></table></center></td></tr></tbody></table></html>