

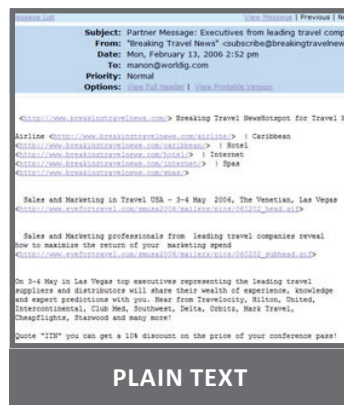
ALL EMAIL CAMPAIGNS MUST INCLUDE THE FOLLOWING:

PLAIN TEXT FORMAT

Please supply the copy text in simple text or Word format. This will be used for email recipients whose email client does not support HTML emails.



HTML



PLAIN TEXT

DESTINATION PAGES

Please specify where each hyperlink or image should link to.

EMAIL SUBJECT

You can specify a subject line for your email, with a maximum length of 50 characters. Please note that accents and symbols cannot be supported.

IF WE ARE DESIGNING THE CAMPAIGN

PLEASE SUPPLY US WITH THE FOLLOWING MATERIALS:

- Copy text (in a Word doc)
- 4-5 good quality images
- Property/company logo
- If you have a corporate font, please specify

IF YOU ARE SUPPLYING THE FINISHED CAMPAIGN

PLEASE SUPPLY US WITH THE FOLLOWING ITEMS:

- Jpeg or PDF of how your email campaign should look
- HTML File
- All images (unless images will be hosted on your own server)
- Copy text (in a Word doc)

PLEASE READ THE FOLLOWING TO ENSURE YOUR CAMPAIGN MEETS OUR STANDARDS:

- The HTML should be coded by hand to ensure clean, compact code. Please do not use Word's 'Save As HTML' feature, MS Frontpage or any other WYSIWYG web design software. If you cannot code HTML by hand, we would prefer that you layout your email in Word so that we can produce the HTML markup for you.
- Do not use CSS absolute positioning. The creative will be limited to a maximum width of 650 pixels.
- If you want your design to be wider, please ensure that it will scale dynamically to 650 pixels wide according to the size of the client window.

GETTING YOUR FILES TO US

The complete file/s should be sent via email to sid.thaker@breakingtravelnews.com.

You should telephone our office on +44(0)207 872 5601 to ensure this file has reached us safely.