E-mail technical Specification:

Sending attributes:

Sender	
Title	
Test addresses	
E-mail footer (company`s credentials)	

Mailing parameters:

1. Format: a text file or HTML (with graphic elements).
2. Mode coding: ISO-8859-2.
3. Subject and text content of the letter + graphics.
4. Links to implement into email.
5. Weight up to 40 KB (HTML with pictures, over 40 KB for the customer's responsibility; HTML without the attached picture).
6. The maximum width is 600px.
7. Landing page should be responsive

Guidelines for e-mail coding:

1. Style should be embedded inline. In addition, CSS styles should be added to the header of e-mail template, to be sure, that CSS will work correctly.
2. Do not use <p>, use <span> instead, it is safer. The spacing between paragraphs of text, should be done with two <br /> tags.
3. Do not use padding or margin. These tags do not work in Outlook. You should create any spaces by coding empty table cells with specific widths.
4. Position: absolute or position: relative does not work.
5. Hover will not work in mailings (at least not everywhere).
6. The code cannot have even one unclosed tag. Otherwise, it will cause a bad display view of the mailing.
7. The declaration and encoding of the document must match. In email should be used ISO-8859-2 encoding.
8. Font properties should be defined with the <span> tag.
9. Each image should be coded as <image> (not as CSS background) and should be assigned the property border: none and display: block.
10. Each table and each table element (particularly tag <td>) should have a specific color (bgcolor).
11. Line-height attribute is differently interpreted by Outlook than in all the other mail clients.
12. Float does not work.
13. All widths of tables and cells must be very precise up to one pixel and must be specified in CSS or HTML with pixels (not with percentage).The exception is the main table that includes everything. It should have a width of 100% if we want the whole background to obtain the desired color.