

## ELECTRONIC DATA MAILERS (EDMs)

### **Specifications:**

- HTML formats should be enclosed for e-DMs.
- File size of the HTML can be up to a maximum 18KB.
- File width of 600 pixels only
- Creative for the activity should be given 4 days prior to the actual blast.
- Subject Line and From Name to be given along with the creative.
- Click through URL (where ever applicable) to be given in the htm file.
- Flash animation, Style sheet and Java scripting not accepted
- In case of mailers with data capture, the collated data will be given on a weekly basis to the client in excel format

### **Reports:**

Mailer report will be provided 3 days after the mailer blast

Reports will comprise of

- Community sent to
- Rental List number
- Open Rate
- Click Rate