

E-mailings

Digital Technical Specifications

E-mailings

E-mail guidelines

- The e-mail is sent as an HTML-mail. A text version can be hidden as a commentary in the HTML coding. This offers users that do not work with HTML the opportunity to read the text nevertheless.
- The maximum width of the e-mail field is 600 pixels, with an optimal text field of 460 pixels (type area). This ensures all users can read the e-mail in optimal circumstances (especially Outlook users that preview their e-mails).
- The sender of the e-mail: De Tijd Partnermail and Partenaire communication de L'Echo.
- The advertiser has to determine the subject of the e-mail.
- Images are embedded in the e-mail with a hard link, to avoid the e-mail becoming too heavy.

Remark: Gmail shortens html emails which are larger than 102 kb.

Header in e-mails

Following text must always be used as header.

Header Tijd.be

Deze e-mail wordt u aangeboden door Mediafin, uitgever van Tijd.be in samenwerking met [NAME], uitschrijven. Link to: [https://www.tijd.be/emails/unsubscribe/?m=25&u=~ID~&h=~\(MDENCODE\(ID&Our secret with S3ll1g3nt!\)\)~](https://www.tijd.be/emails/unsubscribe/?m=25&u=~ID~&h=~(MDENCODE(ID&Our secret with S3ll1g3nt!))~) Dit bericht wordt u verzonden door Tijd.be als Partnermail. Het aanbod in deze e-mail is geen product of dienst van de groep Mediafin. De inhoud en redactie van dit bericht zijn de verantwoordelijkheid van een derde. Indien u deze mail niet kan lezen, klik hier.

Header Lecho.be

Cette communication partenaire vous est offerte par Mediafin, éditeur de Lecho.be en collaboration avec [NAME], se désinscrire. Link to: [https://www.lecho.be/emails/unsubscribe/?m=25&u=~ID~&h=~\(MDENCODE\(ID&Our secret with S3ll1g3nt!\)\)~](https://www.lecho.be/emails/unsubscribe/?m=25&u=~ID~&h=~(MDENCODE(ID&Our secret with S3ll1g3nt!))~)

Le contenu et les offres éventuelles qui y figurent ne sont pas des produits ou des services de Mediafin. La responsabilité de la rédaction et du contenu de cet e-mail incombe à la société tierce. Si vous ne pouvez pas lire ce mail, cliquez ici.

The image shows two overlapping email newsletters. The top one is from Bolero.be, featuring a dark blue header with the text 'Machtig Makkelijk' and 'Beslis meten en krijg 2% extra, in cash!'. Below the header, there are several sections with bullet points and a 'Beslis meten en krijg 2% extra, in cash!' section. The bottom newsletter is from LYNX, with a green and black header and the text 'UNIEKE EINDEJAARSACTIE: BELEGGEN ZONDER BEURSTAKS EN ZONDER COMMISSIE!'. It includes a list of benefits and a 'Ja, ik wil meer weten over deze unieke actie >>' link.

E-mailings

Database

Communicate with your customer one-to-one via our database of 100.000+ high quality business contacts. An e-marketing campaign targeting prospects with real potential, namely readers of De Tijd and L'Echo, strengthens your campaign. The database is comprised of registered readers of De Tijd and L'Echo (opt-in addresses).

Following selections are possible:

- social professional: function, department, sector, company size
- geographic: province or zipcode
- social demographic: age, gender
- selection related to our business products: portfolio, subscription
- Based on reader's interest. e.g. cars, tech, luxury, etc

Guidelines

Role of Trustmedia vs. advertiser

Trustmedia has the responsibility to:

1. Provide the database
2. Send the e-mail message
3. Report the campaign

The advertiser has the responsibility to:

4. Deliver the selection criteria provided by salesperson
5. Deliver a ready to send HTML e-mail in conformity with the technical guidelines, tested for different mail platforms (outlook, gmail, yahoo...) and mobile responsive
6. Deliver the subject and preview text of the e-mailing

Deadlines

All HTML files must be provided to advops@mediafin.be 5 business days before the sending date.

Software platform used

Trustmedia, using the Selligent software, sends the e-mail once.

Measurement

Trustmedia measures the number of e-mails sent and delivered, the number of clicks and the CTR.



E-mailings

Footer in e-mails

Following text must always be used as footer.

Footer tijd.be

Deze informatie wordt u bezorgd door Mediafin, uitgever van Tijd.be, in samenwerking met [NAME] en gebeurt in functie van uw registratie op Tijd.be.

Uw persoonlijke gegevens worden niet aan de adverteerder doorgegeven. Tijd.be hanteert een strikte privacy politiek. Link to: <https://www.tijd.be/service/privacy>

Indien u geen gebruik meer wenst te maken van deze informatiedienst, Klik hier. Link to: [https://www.tijd.be/emails/unsubscribe/?m=25&cid=~CUSTOMERID~&h=~\(MDENCODE\(CUSTOMERID&'Our secret with S3ll1g3nt!'\)\)~&email=~MAIL~](https://www.tijd.be/emails/unsubscribe/?m=25&cid=~CUSTOMERID~&h=~(MDENCODE(CUSTOMERID&'Our secret with S3ll1g3nt!'))~&email=~MAIL~)

Footer lecho.be

Cette communication partenaire vous a été envoyée par Mediafin conformément aux modalités de votre inscription sur Lecho.be.

Vos données personnelles n'ont pas été transmises à l'annonceur. Mediafin observe une politique stricte en matière de respect de la vie privée. Link to: <https://www.lecho.be/service/privacy>

Si vous ne désirez plus recevoir d'information des partenaires de L'Echo, veuillez vous désinscrire. Link to: [https://www.lecho.be/emails/unsubscribe/?m=25&u=~ID~&h=~\(MDENCODE\(ID&'Our secret with S3ll1g3nt!'\)\)~](https://www.lecho.be/emails/unsubscribe/?m=25&u=~ID~&h=~(MDENCODE(ID&'Our secret with S3ll1g3nt!'))~)

Tips & Tricks

Increase direct response

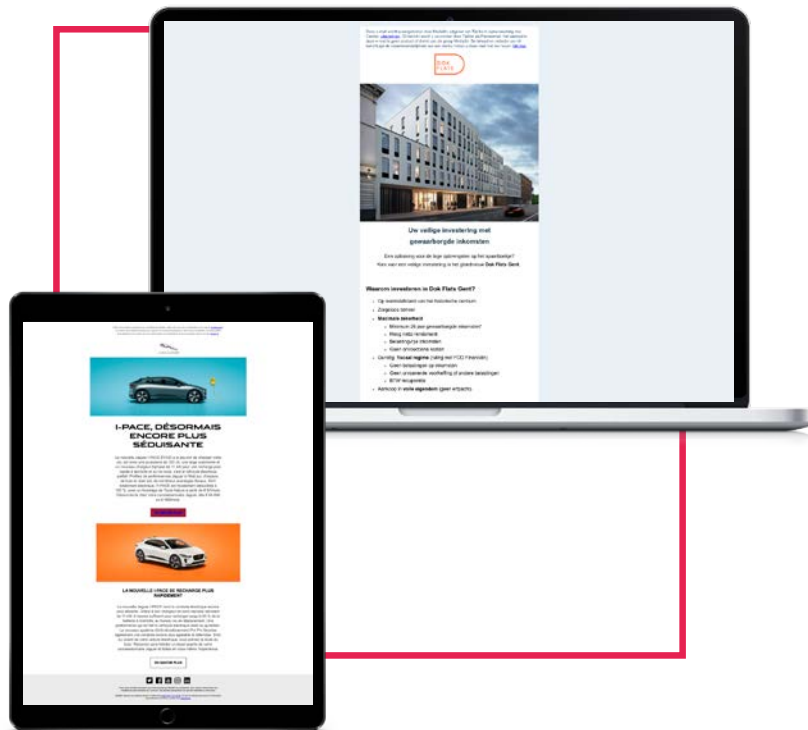
- Language of the mail = language of the reader
- Subject line: concise and clear with a call to action
- Call to action: must be visible without having to scroll
- Various links on images, logos
- Clickable list of topics

Layout and content

- Use a mobile responsive layout
- Keep a good balance between text and images
- Use a font with a minimum size of 10 points

Technical aspects

- Use a mobile responsive layout
- Special characters: adapt the html and include a meta tag in the header
- CSS: use inline styles instead of style sheet in the header of the html
- Visuals in e-mail: use absolute paths (e.g. <http://www.mysite.com/images/image.gif>) instead of relative paths (e.g. [images/image.gif](#))
- Avoid the use of background images
- Avoid that the e-mail is designed as a single image



Get in contact
Technical Team
advops@mediafin.be