

# 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 e-mails which are larger than 102 kb.

## Header in e-mails

Trustmedia will add the following header in the mailing.

### 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\(ID&Our secret with S3I11g3nt!\)\)~](https://www.tijd.be/emails/unsubscribe/?m=25&u=~ID~&h=~(MDENCODE(ID&Our secret with S3I11g3nt!))~) 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\(ID&Our secret with S3I11g3nt!\)\)~](https://www.lecho.be/emails/unsubscribe/?m=25&u=~ID~&h=~(MDENCODE(ID&Our secret with S3I11g3nt!))~)

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.

# 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. Create the HTML based on the client's input.
3. Send the e-mail message
4. Report the campaign
5. Provide a header containing a standardized text on privacy and an unsubscribe link.

**The advertiser** has the responsibility to:

1. Deliver the selection criteria provided by salesperson
2. Deliver mandatory assets: images, text, fonts, links, etc
3. Deliver the subject of the e-mail.
4. Deliver the preheader (1 line of text used as a short summary of the message by some e-mail providers.
5. Option: a title which can be a text or an image or both..

**The advertiser** can choose a design of his preference but has to take **some limitations** into account.

1. A solid background colour can be used, not a colour gradient.
2. Please use websafe fonts ([https://www.w3schools.com/cssref/css\\_websafe\\_fonts.php](https://www.w3schools.com/cssref/css_websafe_fonts.php)).

## Deadlines

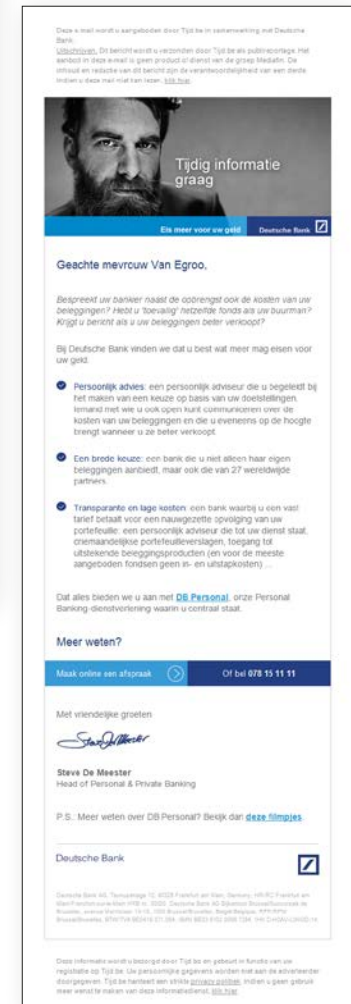
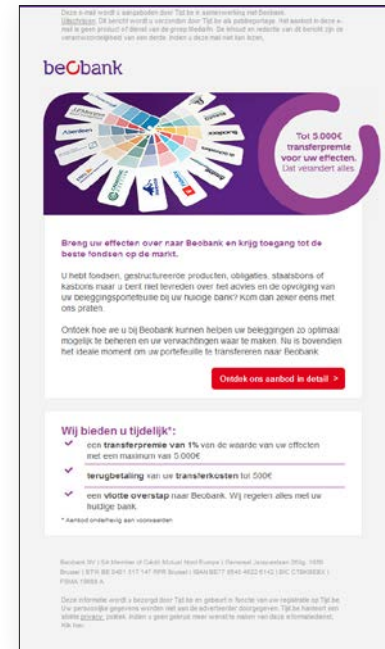
The assets and the mock-up of the mail must be provided to advops@mediafin.be 7 business days before the sending date.

## 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

Trustmedia will add the following footer in the mailing.

### 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!'))~)

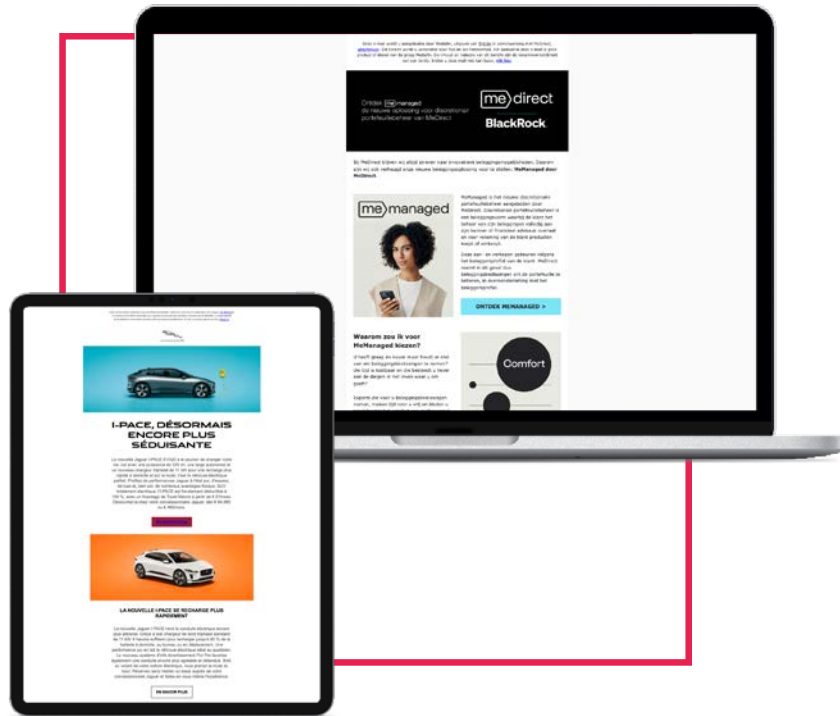
## Tips & Tricks

### 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

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



Get in contact  
 Technical Team  
 advops@mediafin.be

General sales conditions are available on [www.trustmedia.be](http://www.trustmedia.be)