



Mailing

Technical specification

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1.1 Introduction to mailing creatives

- HTML Mailing is delivered only to those users who use free **o2 mail accounts**
- All components of the mailing, i.e. graphics, texts, HTML files, should be properly adjusted before sending and should be delivered as ready to use *out of the box*.
- The following data should be included in the package:
 - sender
 - return address
 - subject
 - signature (with full sender name and address)
 - also: email addresses of persons, responsible for accepting the mailing during test-phase before sending

1.2 Rules regarding preparation the mailing creative properly

- The mailing creative should be embedded into tables. Do not use DIVs to position elements of mailing.
- Naming convention
 - Creative should be archived (.rar or .zip, all elements in single package)
 - Naming scheme should look like that: name20100312_v1
 - If materials are corrected or changed, version number should increase: name20100312_v2, name20100312_v3, etc

1.2.1 Template (HTML)

- Included code should be a valid HTML code, according to W3C
- One suggest the following template for the .html file:

```
<html>
    <head>
        <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-2">
        <style type="text/css">
            img {display:block;}
            body {padding:0;margin:0}
        </style>
    </head>
    <body>
        (proper html code in tables)
    </body>
</html>
```

- Character encoding
 - In order to display mailing properly in various email clients, use ISO-8859-2 character encoding
 - Only proper characters from the ISO-8859-2 characters table are allowed

1.2.2 Styles (CSS)

- Only styles embed directly in the HTML file are allowed
- It is not allowed to include external CSS file.
- The CSS code can be included:
 - inline (e.g. ``)
 - in the HEAD section of the document

```

<head>
  <style type="text/css">
    (css code)
  </style>
</head>

```

- Do not set styles directly for HTML tags like: body, table, tbody, tr, td, img, etc.
- For those tags (except for the 'body') use classes instead, e.g.:

```
td.call {font-weight:bold}
```

but not

```
td {font-weight:bold} (invalid)
```

or put style directly in a given tag, e.g.:

```
<a style="...">
```

1.2.3 Images in mailings' background:

- Do not use 'background-repeat' declaration in CSS code. The background will not appear properly in few email clients
- Do not use:

```
background:url(); background=" .jpg/.gif/.png"
```

```
background-image::
```

- Values for parameters like 'width', 'height', 'class' should be put in double quotes. E.g. width="100"
- The following is not allowed:
 - Usage of **position** property
 - Usage of **float** property
 - Usage of **line-height** property
 - Setting dimensions with '%' (it is allowed only for the main table, which sets also the background's color)
 - Usage of **height:100%;** property
 - Usage of the **FONT** tag and its properties
 - Adding styles to **** tag (as well as its elements)
 - Using other units than pixels (**px**)
- The width of the most outer element allowed is 600px at most:

```
<table width="600" border="0" cellspacing="0" cellpadding="0">
    (table body)
</table>
```

1.2.4 Directory structure

- All files must be located in the same directory as index.html

1.2.5 Elements in the code

- These tags are not allowed in the code: JAVA SCRIPT, IFRAME, FRAME, FLASH, FORM, INPUT, MAP

1.3 Creative weight

- Properties of HTML element must not exceed the following limits

Name	Dimension	Weight	Format
Mailling HTML	Max width 600px	Up to 50kB Up to 75kB	html
Mailling TXT		2 pages A4 (up to 50kB)	html or txt
Mailling Video		Up to 75kB + 1MB	html

Notice: Mailings stored in .doc documents will not be accepted.

1.4 HTML code layout

- The code should be properly formatted, i.e. it should contain indentations. E.g.:

```
<html>
  <head></head>
  <body>
    <table ...>
  </body>
</html>
```

- The following code will not be accepted:

```
<html><head></head><body><table...>...
```

1.5 Mailing's background

- It is not allowed to set background property for the <body> tag. It is advised to use table for the whole creative instead. E.g.:

```
<body>
  <table style="background-color: red; width:100%;>
    <tr>
      <td>
        ...
        (mailing content)
        ...
      </td>
    </tr>
  </table>
</body>
```

1.6 Additional sources of errors (exceptions)

- Using 1x1px graphical elements for padding or positioning other elements by expanding them to a given size will make Outlook 2007 to display those elements improperly
- Block elements in HTML, like <p> have default padding and margin in Outlook 2007. It is advised to set them to 0 at the beginning, e.g.

```
body {padding:0;margin:0;}
```

- Set:

```
img {display:block;}
```

at the beginning. Otherwise in Outlook Express there will be additional borders in each element.

- All graphics should contain 'zero-border' attribute, i.e. border="0". E.g.

```

```

1.7 Validating mailing code

- On the following site: <http://www.campaignmonitor.com/css/> You will find a table showing a list of common email clients and their capabilities of interpreting HTML language. You will find there which tags are not valid and more information about common problems and errors.
- HTML validator: <http://validator.w3.org/>
- CSS validator: <http://jigsaw.w3.org/css-validator/>

Materials which do not follow above specification may not be emitted or may be a reason of the delay required for corrections.

You can find separate mailing specification here: http://reklama.o2.pl/mailling_eng

We invite Your cooperation,

Traffic Department

O2 Sp. z o.o.

ul. Jutrzenki 177

02-231 Warszawa

tel.: 022 39 81 021

e-mail: traffic@firma.o2.pl