



Creating the Design for Your Email Broadcast

IMPORTANT: Email is NOT a web site nor is it print!

You must design with deliverability in mind.

This means you must be more creative in communicating your message with TEXT rather than relying on IMAGES!

1. **Do not create a design which relies heavily on images.** Rule of thumb: **30% images to 70% text.**

Because of our commitment to the highest deliverability for our clients and to maintaining a high sender reputation with the major ISP's, **MTD will not send** an email comprised of all images or of mostly images.

2. **Limit email width and height.** 600 x 600 pixels is recommended ([click here to see](#) a 600x600 pixel image). This is based on what can be easily viewed in most email preview windows. Less is better than more.

TIP: The goal of your email is to get recipients to your website where they can find more information about your offer – not to convey every possible detail in the email.

3. **Include at least one link “above the fold.”** Many people will make a decision about your message without even scrolling down to the end. Make sure they see a link!

4. **Use only the fonts common to most browsers:**

- Arial
- **Arial Black**
- **Comic Sans MS** (only normal works in Mac - no bold or italic)
- Courier New
- Georgia
- **Impact**
- Tahoma (include Geneva for Mac)
- Times New Roman (include Times for Mac)
- Trebuchet MS (include Trebuchet for Mac)
- Verdana

5. **Avoid using background images in your design – they don't always display.**

If you have any questions, please write to Kitty at kitty@mtdmarketing.com.