

## Creating the Design for Your Email Broadcast

**Your success is MTD's success!**

Please follow these guidelines in designing your email broadcast.

1. **Do not create a design which relies solely on images.** Rule of thumb: 30% images to 70% text. (MTD will not send an email comprised of all or 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 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 [kittyr@mtdmarketing.com](mailto:kittyr@mtdmarketing.com).