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**HTML Coding Requirements for Email Broadcasts**  
**All client-submitted HTML files for email projects must conform to these rules.**

**SPECIAL NOTE:**

**Your message WILL NOT RENDER the same as it does in your HTML editor once it goes through the email system if you use CSS formatting.** Even if you don't use CSS, *some things may change slightly*. We've learned how to best code emails so that proofs are as close as possible to the actual results. Please take our advice to avoid delays and extra charges.

1. Please do not submit HTML files created with FrontPage, Microsoft Word, Publisher, etc. These programs bloat the code with useless tags. Use a true HTML editor.
2. Use HTML 4.01 Transitional as your doctype ***with UTF-8 encoding***. (The doctype makes no difference during the actual broadcast, but is necessary for validating the code and helps the email to render as accurately as possible in your editor.)
3. ***Go back to Old School formatting!*** Do not use CSS. This includes all style tags. **If "style=" appears anywhere in your code, then you are using CSS.**
4. Do not use <p> or <div> tags. Use <br><br> instead.
5. Do not rely on cellpadding. Insert another table into a table cell if you must have padding.
6. Do not place background color codes in the <body> tag. Place background color codes in the <td> tag.
7. ***It is strongly recommended to avoid the use of background images.*** Background images very often do not display properly.
8. Format your message so that it will still display well and make sense if the recipient does not have images enabled. For instance, use background colors behind images as well as font formatting them (this formats your alt text). Place "alt" text in all image tags, *especially* if the image is a link. This is what the recipient will actually see until they load their images.

**NOTE: If you do not format your message for disabled images, we will do it for you and you will be charged for the time.**

9. Do not attach files of any kind. Host them on your website and include a link in the email.
10. Do not include an unsubscribe link. MTD will set the unsubscribe link and forward the opt-outs/opt-ins (if any) to you at the end of the campaign.
11. For your convenience, include a "name=" tag in all links so that you can identify them on the clickthrough report.
12. **MOST IMPORTANTLY** – before submitting your finished file, validate the code using W3.org's free online validator found here: <http://validator.w3.org>. Alternatively, your HTML editor may include a tool for checking the code.
13. Finally, do not submit your code within the body of an email. Attach it as a text or zip file.

**If you have any questions, please write to Kitty at [kitty@mtdmarketing.com](mailto:kitty@mtdmarketing.com).**