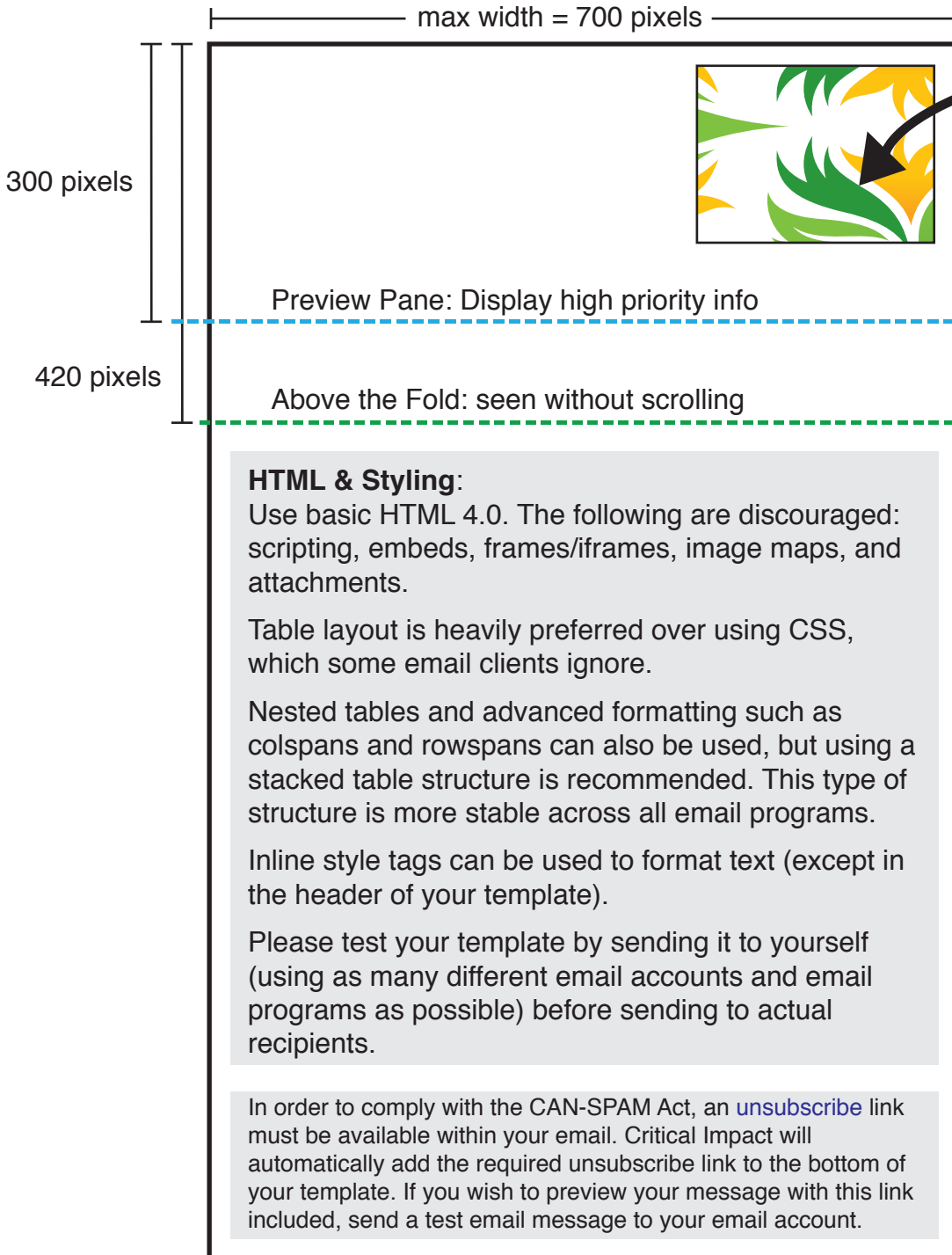


HTML Email Design Guidelines



Images:

72 dpi

Use absolute paths, starting with `http://`

Always include alt text, because many email clients hide pictures by default.

Define height and width to prevent distortions

Prohibited in Emails:

JavaScript

Flash and other Plug-ins

CSS attachments

Plain text:

Wrap text after 65 characters so that it renders well in text-only devices such as PDA's, BlackBerries®, phones, etc.

HTML & Styling:

Use basic HTML 4.0. The following are discouraged: scripting, embeds, frames/iframes, image maps, and attachments.

Table layout is heavily preferred over using CSS, which some email clients ignore.

Nested tables and advanced formatting such as colspans and rowspans can also be used, but using a stacked table structure is recommended. This type of structure is more stable across all email programs.

Inline style tags can be used to format text (except in the header of your template).

Please test your template by sending it to yourself (using as many different email accounts and email programs as possible) before sending to actual recipients.

In order to comply with the CAN-SPAM Act, an [unsubscribe](#) link must be available within your email. Critical Impact will automatically add the required unsubscribe link to the bottom of your template. If you wish to preview your message with this link included, send a test email message to your email account.

Trouble Shooting email problems:

If you notice strange spacing in Outlook with images, and you use a spacer pixel, make sure the spacer pixel is 10x10 and transparent. Outlook will only space a 1pixel image 64 pixels over.

If "Sliced" pictures are showing incorrectly in gmail or other free email clients (with excess padding) use `style="font-size: 0;"` in your table or `<center>`

Also, make sure to use `` in your images if you continue to have that problem with gmail or other free email clients

To hide the "dark blue" border surrounding a hyperlinked image, set the image `border="0"`