



Format	Position	Price list	Periodicity
DEM DELIVERY in html	Delivery to 54000 Tourism professionals	1400 €	Single delivery

NB: All prices are VAT excluded and based on a single delivery

TECHNICAL SPECIFICATIONS

GRAPHIC FORMAT

Our email sending software (MagNews) allows to upload materials in two ways:

- 1) importing a zip file that contains an HTML file and corresponding images.
- 2) importing the material from a URL where the Newsletter is being published together with the corresponding images.

The maximum width of the template is 600 pixel. The maximum weight of the images is 250 kb.

We recommend to format the template inside a table. Files in flash, video, animated gifs and external css are not allowed.

In-line css can be supported. For the development of the materials we recommend using an HTML editor and avoiding converted files from other editing softwares like Word, Publisher or Quark because they generate errors during importation.

DELIVERY MATERIALS AND TEST DELIVERY

All materials need to be **sent within 4 working days** from publication date to materiali.web@ttgitalia.com.

For publications during office closure periods we reserve the right to increase the advance notice to ensure an appropriate planning. Within 24 hours from the delivery of all materials we will send the client a test e-mail Newsletter together with automated reports from MagNews regarding SPAM score and errors in the HTML file.

TRACKING

For every sent DEM we can provide the open rate and clicks on every single link in the text after 5 days from the delivery.

MATERIALS DEVELOPMENT

Newsletter development is **completely for the client's account**. To client's without graphic resources we can develop a standard e-mail Newsletter composed of an image provided by the client and a text of max. 400 characters at the end of the image. The prices of this service is € 400 VAT excluded.

SUBJECT AND BODY

The e-mail subject can be personalized and must be specified upon delivery of the materials.

The open rate depends mostly of this element and thus we recommend not to exceed 60 characters, to avoid subjects in capital letters and special characters (exclamation points, quotation marks, suspension points, etc.), because Anti spam systems assign a very high score to this element.

Use where possible a white background, make sure the text is proportional to the number of the images, use the attribute _blank for links that open in a new page, and provide a description to the images by using the "alt" attribute. For forced line breaks, use the
 tag instead of <p>, since the latter one can be shown to some users as a double space. Also, make sure that the "call to action" button or link is clearly visible.