

Thank you for considering MachineTools.com for broadcast emailing!  
To maximize the effectiveness of your email and to facilitate an efficient setup process, please review the following guidelines:

### **1. Please submit emails 24 to 48 hours before the send date**

Emails have to be prepared, entered into our system and approved. This allows time to address any unforeseen issues and to send a test email to you for approval. An email blast will not be sent unless we receive approval from you that the test email was good! Additionally, submitting an email earlier will allow Machinetools.com to schedule the send so that it is received during business hours. For instance, if an email is planned to be sent on a Wednesday, it would be best to submit your html on a Monday (Tuesday at the latest) so that it will be received during Wednesday's business hours.

### **2. Submit both an HTML & TEXT version**

Increase the reach of your email by supplying both an html version and a text version. Doing this will allow us to send out a universal format that will ensure your recipients receive a compatible version. For instance, if a recipient cannot receive html emails and the submitted email was sent only as html, then they will not be able to receive it. To overcome this we can combine both versions so if a problem occurs the recipient can still get the text version.

### **3. Submit your email with an HTML file and a TEXT file**

HTML files (.html, .htm) can be submitted in the following methods:

- a) **Sent as a file attachment** – save your email document as an html document and email it to us. The html document must be working and compatible with a browser.
- b) **Supply us with a URL** – if your document is accessible from the web, you can supply us with the URL to access it and import it into our system.

After we import and prepare your document we will send a test for approval. If further assistance is needed you will be contacted by our staff.

TEXT files may be sent to us in.txt, .doc, email, or any other format that will allow us to copy and paste the content into our system.

### **4. Ensure any links are working and are pointed correctly.**

If your email has links embedded within it, please take the time to ensure that they are working and are pointed to their correct targets.

### **5. Embedded Images**

If your email has images embedded, make sure the images are hosted on a dependable server. Slow servers and bandwidth will cause emails to open slowly which in most cases will cause recipients to not read the email. In order for the images to load quickly please keep image volumes down to a reasonable size (a good guideline is under 100k). If you do not have a server to host images on please contact us so we can make arrangements.

### **6. Processing and Setup Fees**

If you are unable to send us file formats as outlined above, you may be charged additional setup and processing fees. These fees are billed at \$100/hour in 15 minute increments. You will be notified before hand if any additional setup is required.