MACHINE TOOLS .COM

Broadcast Email Guidelines

Thank you for choosing MachineTools.com for a broadcast email! Please review the following guidelines to make the most of your blast and facilitate an efficient setup process.

① Please submit files and instructions 24 – 48 hours before the planned send date

Emails have to be prepared, tested and approved. This allows time to address any unforeseen issues.

An email blast will not be sent unless the test email has been approved, so the more time before the blast is scheduled to send, the better.

② Send us your HTML & PLAIN-TEXT versions of your email

We want to maximize the effectiveness of your blast. Send us the two versions to ensure recipients receive a compatible version:

1 HTML Version – (.html, .pdf, .jpeg, .png or URL links) Usually code, containing colors and images.

2 Plain-Text Version – (.doc or .txt file) Text only, spacing is only formatting allowed.
VERY IMPORTANT: Not all subscribers can see images. This makes sure your message is seen.

If you are unable to send us file formats as outlined above, you may be charged additional setup and processing fees. Minor changes and spelling corrections are exempt from charges.

Potential Design Charges ($100/hr., charged in 30 min. increments)

▸ Plain-Text version of ad created by MachineTools.com*

▸ Design or text changes made by MachineTools.com

* Please be aware that a plain-text version is required. Most take 30-60 minutes to create.

③ What to double-check in the test email

After setup, a test will be sent for approval. Contact our staff if further assistance is needed.

▸ Review email for grammatical or spelling errors

▸ Ensure all links are working and are pointed correctly

▸ Ensure embedded images are hosted on a dependable server (if applicable, >100k files)

Thank you,
Lori

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