# SPONSORED EMAIL GUIDELINES

## 1. GENERAL REQUIREMENTS
- Format: HTML email (no PDFs or image-only emails)
- Provide a single .html file and a separate folder containing all image assets
- Table-based layout (required for email compatibility)
- Max Width: 600px

## 2. HTML & CODE SPECIFICATIONS
- Use inline CSS only (no <style> blocks or external stylesheets)
- No JavaScript, forms, or embedded video
- Avoid unsupported elements such as:
  - <iframe>
  - <video>
  - <canvas>
- Use standard web-safe fonts

## 3. IMAGES
- Image Hosting: All images must be hosted externally (no embedded/base64 images)
- Formats: JPG or PNG
- Max Image Width: 600px
- Max File Size:
  - Individual images: 1 MB max
  - Total email: 5 MB max
- Alt Text: Required for all images
- Image-to-Text Ratio: No more than ~60% images (for deliverability)
- Background Images: Not recommended (limited email client support)

## 4. LINKS & TRACKING
- All links must be fully qualified URLs (e.g. https://)
- Avoid link shorteners (e.g. bit.ly)
- Click tracking for analytics purposes is automatically applied by email platform

## 5. ACCESSIBILITY BEST PRACTICES
- Use logical heading hierarchy
- Maintain sufficient color contrast
- Avoid conveying meaning by color alone
- Include descriptive link text (avoid "click here")

## 6. SUBJECT LINE & PREVIEW TEXT
- Subject line: max 50 characters recommended
- Preview/preheader text (40–90 characters)
- No ALL CAPS, excessive punctuation, or spam-trigger terms
- Emojis permitted

## 7. TESTING & RENDERING
- Sponsor is responsible for testing email client compatability
- MVC will perform a final rendering test in Mailchimp but is not responsible for design revisions

## 8. SUBMISSION DEADLINES
- Final HTML and assets due no later than 14 business days before scheduled send
- One round of minor edits may be permitted if time allows

## 9. MVC REVIEW & APPROVAL
- MVC reserves the right to:
  - Reject content that is misleading, inappropriate, or inconsistent with MVC values
  - Request revisions to meet technical or branding standards
  - Adjust formatting if required for deliverability or compliance
- Disclaimer, unsubscribe and compliance language will be appended by MVC