



PGA TOUR Consumer Database Email Creative Guidelines

Below are the main design and body copy rules that should be followed when preparing messages for email distribution. Following these guidelines ensures the message will achieve maximum deliverance and avoid SPAM filter traps.

1. The HTML version of the campaign should be submitted in a HTML format (*.html or *.htm). We do not accept HTML files created in MS-Word. HTML documents should be checked for errors. They should include all of the proper tags (i.e. opening and closing body tags). HTML that isn't coded correctly has a higher risk of being filtered. Follow W3C guidelines.
2. Adhere to best practice email standards, including use of tables and inline-styles and avoid website norms such as cascading stylesheets (CSS), background images (without fall back styles), animation and video files, and javascript/JQuery scripts (use of scripts will not work in emails and can cause messages to be blocked).
3. Remember that you typically have a few seconds to capture your recipient's attention so it's best to keep the design clean and simple and avoid overuse of nested tables. It is recommended to use the property 'border-collapse: collapse' on table tags to collapse table borders and reduce unwanted border spacing between table cells.
4. Set maximum width to 600 pixels, and type to a maximum of 65 characters to ensure readability.
5. Avoid using reversed type, colored type for body copy, type smaller than 10 points, body copy justified on both sides, and type wrapping around a graphic.
6. Be mindful of the generally accepted list of 216 standard web-safe colors, and assign colors using appropriate hexadecimal codes (i.e. #ffffff).
7. Use proper 'ordered' () and 'unordered' () list tags for numbered and bulleted lists.
8. For special characters and symbols, please use proper HTML codes (you can see of special characters [here](#)). Copying and pasting text from programs like Microsoft Word do not always convert properly and can have unwanted results. For better results, use Notepad instead.
9. Keep the message size between 20kb and 40kb.
10. Messages content should not be limited to one large image. Design the message with the idea that not everyone will be able to see the images. There should be clear calls to action in text format within the message.
11. Don't waste above-the-fold HTML real estate on an enormous graphic such as a logo or product picture. Content filters will assume your message contains questionable content and reject it.

12. Include a call to action towards the top of the message. Check out how the message loads in the preview pane. Use this space wisely.
13. Images should be sent in .jpg, .png or .gif format and in a quality and optimized web resolution of 72ppi.
14. Please provide alt-tag descriptions for all images, as blocked or broken images can continue to convey the same message.
15. As open rates on mobile devices continue to increase and are opened more on mobile devices than desktops, emails should be developed 'responsive' to screen size using media queries to target specific screen size dimensions.
16. All files (.HTML, .TXT, and images) may be submitted in one compressed (.ZIP) file.