E-DRIVER GUIDELINES

All information listed below is to be submitted to corentin.ruy@mci-group.com

- ✓ Your e-driver must be submitted either in HTML format or as an image file. **We strongly recommend preparing the e-driver in HTML to maximize its success.**
- ✓ **Please confirm your preferred date of sending by** Monday 17 August 2020. We recommend sending e-drivers on the final days leading up to the meeting, between 28 August - 8 September 2021.
- ✓ The deadline to submit your e-driver file is **one week prior the date of sending**.
- ✓ Please make sure to provide us with the subject line of the e-driver. **Recommended length: less than 50 characters.**

Html requirements

Safe to use	Use with caution	Do not use
✓ static, table-based layouts ✓ HTML tables and nested tables ✓ template width of 600px-800px ✓ simple, inline CSS ✓ web safe fonts	• background images • custom web fonts • wide layouts • image maps • embedded CSS	✕ JavaScript ✕ <iframe> ✕ Flash ✕ embedded audio ✕ embedded video ✕ forms ✕ <div> layering

Image file requirements

Prepare a PNG or JPG image (800px x 1100px) width x height not more than 500kb (bear in mind that images only e-drivers are more likely to arrive as spam) — this is not recommended.

Cross-Platform Email Design

All Mail clients render HTML/CSS differently, in their own ways and for their own reasons. The differences in what HTML and CSS they support depends on many factors. When rendering HTML and CSS in emails many things impact what the end user is going to see. The mail exchange server, the preprocessor, the browsers, the rendering engines, and more; all affect the way your message is going to be displayed. These vary from client to client; browser to browser; server to server. However, don't start pulling your hair out just yet, because there are some best practices you can utilize so that your emails' coding will stay intact across different clients and platforms.

Layout

Avoid using padding or margins	✓ Certain email clients do not support these formatting settings. For example, Outlook cannot support padding, and Hotmail cannot support margins. ✓ These can be especially problematic when added inside of a table in either mail client.
Always use inline CSS	✓ Most webmail clients (Outlook.com, Yahoo.com, Gmail, etc) will strip CSS out when stripping the head and body tags. ✓ Make sure you render coding very carefully so it conforms to the email client's pre-set HTML.
Avoid BR, HR, and height tags in your emails	✓ Every browser/client has their own default line height and will default to it most of the time. ✓ Workaround in next bullet point below.
Use Tables to create general layout of email	✓ Set the width of each cell in the table. ✓ Avoid cell spacing and padding.
Always set a "doctype" in your code	✓ The HTML document type declaration, also known as `DOCTYPE`, is the first line of code required in every HTML or XHTML document. The `DOCTYPE` declaration is an instruction to the web browser about what version of HTML the page is written in. This ensures that the web page is parsed the same way by different web browsers.
Set wrapper reset styles in "wrapper div"	✓ This can override a browser or client's default styling of certain elements
Be aware of text and font changes per device (mobile especially) and browsers	✓ Mobile devices and different browsers may change the font styling to increase readability. ✓ For example, Comic Sans is not supported on mobile devices.

Backgrounds

Use the older more basic background HTML tags
- ✓ "background-image" ; "bgcolor" ; "background"
- ✓ Many browsers and clients experience issues when trying to support compound CSS values, so be sure to use individual values such as "background-image" and "background-repeat"

Always offer reset background colors or fall back background colors to defer to if your specific background isn't supported

Images

Image Library	✓ jpg, .gif, and .png files needs to be added to your document, and available online or in a folder.
Always provide image dimensions	✓ Some mail clients will automatically apply their own if none are given which can lead to major issues when rendering these images in relation to spacing and alignment. ✓ It is important to note however that some mail clients will do this regardless as a default setting.
Make sure to give ALL of your images 'alt' attributes	✓ This simple step will keep the overall sizing of your images the same across platforms.
Outlook.com	✓ Outlook.com adds some pixels at the end of each image which can rearrange spacing, alignment, or padding ✓ Use the "Outlook.com hack" - `img {display:block;}`. This removes the padding in outlook.com and gives predictable results across many other email clients in terms of added spacing or padding to images.
Avoid 'float' tags	✓ Outlook cannot support these tags, so SendGrid recommends using align tags. For example, `<img src="image.jpeg" align="right">`. ✓ Yahoo! has similar issues, so SendGrid recommends using align="top" for the image in question