

HTML Email Guidelines for Generic V1

Below you will find instructions to edit the email template. Each instruction is included with a line number as well as what to specifically replace on that line. A supporting image is provided to facilitate editing.

Line #177 – View on Web

-> replace # in href="#" with your link or delete lines 176-178 if you do not want to include it

```
176     <td align="right" width="20%" style="color: #4d4f53; font-family: Ar  
177         <a href="#" style="color: #006890;">View</a> on Web.  
178     </td>
```

Line #202 – Participant Masthead

-> replace the [Participant Masthead] text with your masthead information

```
200     <table width="100%" cellpadding="0" cellspacing="0" border="0">  
201         <tr>  
202             <td style="text-align:center; padding: 25px 0;">[Participant Masthead]</td>  
203         </tr>  
204     </table>
```

Line #224 – Click for free signage CTA

-> replace the # in href="#" with your partner link

```
221     <table border="0" cellspacing="0" cellpadding="0" width="100%">  
222         <tr>  
223             <td>  
224                 <a href="#">  
225                       
227             </td>  
228         </tr>  
229     </table>
```

Line #225 – Hero image

-> replace the text inside of src="" with your unique hero image or leave as is

-> replace the text inside of alt="" describing your image if you do change it

```
224     <a href="#">  
225         
```

Line #234 – [%%DBA%%]

-> replace [%%DBA%%] with your customer's name

-> Character Limit: 45

-> NOTE: insert the tag that pulls in [Business Name] dynamically through a mail file/sending platform. If you are not leveraging personalized emails, please replace this tag with **Business Owner**

```
231 <table width="100%" cellpadding="0" cellspacing="0" border="0">
232 <tr>
233 <td style="font-family: Arial, Helvetica, sans-serif; color: #4d4f53; font
234 <span style="display:block;">[%%DBA%%],</span>
235 You're already set up to welcome American Express<sup style="font-size: 9p
236 Now let customers know they can pay the way they want.
237 </td>
238 </tr>
239 </table>
240 <div style="background-color: #f0f0f0; padding: 10px 0 10px 0; border: 1px solid #ccc;">
```

Line #259 – OptBlue text link

-> replace optblue.com with your partner link or leave as is

```
256 <table width="100%" cellpadding="0" cellspacing="0" border="0">
257 <tr>
258 <td style="font-family: Arial, Helvetica, sans-serif; color: #fff; f
259 <strong><a href="#" style="color: #fff;">OptBlue&reg;</a></strong>
260 makes American Express as easy to accept as any other card, which me
261 </td>
262 </tr>
263 </table>
```

Line #260 – Participant benefits

-> replace [participant to list benefits] with your unique benefits

-> Character Limit: 73

```
260 makes American Express as easy to accept as any other card, which means you could enjoy [participant to list benefits]
```

Line #344 – Photo

-> replace # in href="#" with your photo image source

-> NOTE: the width and height are defaulted to 100 pixels each; if you need to change these dimensions to accommodate your image please do so by editing the width="100" and height="100" attributes

```
343 <tr>
344 <td style="padding-top:40px;"></td>
345 </tr>
```

Line #347 – Phone

-> replace 1-800-XXX-XXX with your phone number

```
346 <tr>
347   <td style="padding: 40px 0 0;">1-800-XXX-XXXX</td>
348 </tr>
```

Line #350 – Email

-> replace email@email.email with your email

```
349 <tr>
350   <td style="padding: 10px;">email@email.email</td>
351 </tr>
```

Line #353 – Learn more about OptBlue

-> replace https://www.optblue.com with your partner link or leave as is

```
352 <tr>
353   <td style="padding: 10px;"><a href="#">Learn more about OptBlue.</a></td>
354 </tr>
```

Line #357 – Participant Logo

-> replace the # in href="#" with your logo image source

-> NOTE: the width and height are defaulted to 100 pixels each; if you need to change these dimensions to accommodate your image please do so by editing the width="100" and height="100" attributes

```
356 <td style="padding: 20px;">
357   
358 </td>
```

Line #371 – Feedback text link

-> replace the # in href="#" with your partner link or delete line 371 if you do not want to include it

```
371   bile">Tell us what you think. <span style="display: inline-block;">Share your <a href="#" style="color:
```

Line #372 – LITCODE

-> replace the "LITCODE" text with your unique campaign identifier or delete line 372 if you do not want to include it

```
372   _width_100_pct block_mobile set_mobile_padding_top_10px">LITCODE</td>
```

Line #451 – Terms and Conditions

-> replace [Your Terms and Conditions Here] with your Terms and Conditions or delete line #451 if you do not want to include it

```
449         <br />
450         <br />
451         [Your Terms and Conditions Here]
452     </td>
453 </tr>
```