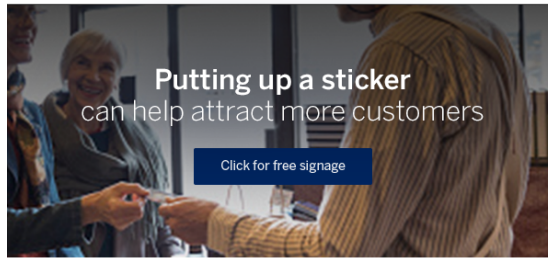


## HTML Guidelines: POP Email

- Insert Masthead here

[Participant Masthead]



- Replace [%DBA%] with your customer's name or dynamic tag that pulls in [Business Name]
- Character limit: 45
  - Font-size: 16px
  - Line-height: 22px
  - Font-family: Arial
  - Color: #000000
  - Font-weight: bold for [%DBA%] and normal for copy below
- Text-align: center

[%DBA%],  
You're already set up to welcome American Express® Cards.  
Now let customers know they can pay the way they want.

- "Get your free signage today..." copy
  - Font-size: 17px
  - Line-height: 22px
  - Font-family: Arial
  - Color: #ffffff
  - Font-weight: normal
  - Text-align: center
- Hyperlink "Click for free signage" CTA with <https://americanexpress.com/signage>

Get your free signage today, and place it on your door, window, website and wherever you display the cards you accept.

Click for free signage



- Module intro copy
  - Font-size: 17px
  - Line-height: 22px
  - Font-family: Arial
  - Color: #4d4f53
  - Font-weight: normal
  - Text-align: center
  - Background-color: #ced1d6

OptBlue is the change to card acceptance you've been looking for.  
And we're proud to bring you...



**One fast payment**  
Get paid at the same time as your other card brands



**One service contact**  
We can answer questions for every card you accept through us



**One simple statement**  
Get one statement from us for all the credit cards you accept

- Insert your photo image source
- Hyperlink "Learn more about OptBlue." with <https://www.optblue.com> or your partner link
  - Font-size: 11px
  - Line-height: 20px
  - Font-family: Arial
  - Color: #0000ff
  - Font-weight: normal
  - Text-align: center
  - Text-decoration: underline

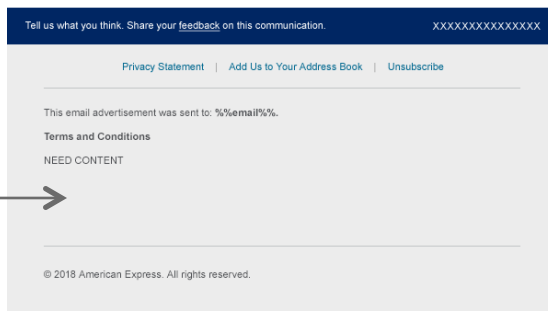


1-800-XXX-XXXX  
email@email.com

[Learn more about OptBlue.](#)

[Participant Logo]

- Remove [NEED CONTENT] and insert Terms and Conditions here



- Choose between provided images in Image Library
- Hyperlink image with <https://americanexpress.com/signage>

- Replace [participant to list benefits] with your unique benefits.
- Character limit: 73
  - Font-size: 16px
  - Line-height: 22px
  - Font-family: Arial
  - Color: #ffffff
  - Font-weight: normal
  - Text-align: center
  - Background-color: #a4a5a9
- Hyperlink **OptBlue®** with <https://www.optblue.com> or your partner link
  - Font-weight: bold
  - Text-decoration: underline
  - Color: #ffffff

- 3 columns copy
  - Font-size: 14px
  - Line-height: 20px
  - Font-family: Arial
  - Color: #4d4f53
  - Font-weight: bold for titles and normal for supporting copy

- Insert your phone number and email
  - Font-size: 11px
  - Line-height: 20px
  - Font-family: Arial
  - Color: #000000
  - Font-weight: normal
  - Text-align: center

- Hyperlink "feedback" with your partner link or delete if you do not wish to include.
- Replace "LITCODE" with your unique campaign identifier or delete if you do not wish to include