HTML Email Guidelines for Special Offer V2

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

```
224                    <strong style="display: block;">%%DBA%%,</strong>
225                    There's a special offer waiting for you
```

Line #230 – Click to get offer CTA link
-> replace # in href="#" with your link

```
230                <a href="#">
231                  <img src="images/axp375_19917-click-to-get-the-offer.png"
232                </a>
```

Line #255 – Participant description
-> replace [Participant to add description of special discounts, pricing or other offers] with your personalized offers
-> Character Limit: 67

```
254    <td style="font-family: Arial, Helvetica, sans-serif; color: ☐#000; font-weight: normal;
255    [Participant to add description of special discounts, pricing or other offers]
256    </td>
```

Line #272 – Click to get offer CTA link
-> replace # in href="#" with your link

```
272        <a href="#">
273          <img src="images/axp375_19917-click-to-get-the-offer-blue.png"
274        </a>
```

Line #301 – Photo
-> replace # in href="#" with your photo 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

```
300    <tr>
301      <td style="padding-top:40px;"><img src="#" alt="" width="100" height="100"></td>
302    </tr>
```

Line #304 – Phone
-> replace 1-800-XXX-XXX with your phone number

```
303    <tr>
304      <td style="text-align:center; padding: 40px 0 0;">1-800-XXX-XXXX</td>
305    </tr>
```

Line #307 – Email
-> replace email@email.email with your email

```
306    <tr>
307      <td style="text-align:center; padding: 10px;">email@email.email</td>
308    </tr>
```

Line #310 – Learn more about OptBlue
-> replace https://www.optblue.com with your partner link or leave as is

```
309    <tr>
310      <td style="text-align:center; padding: 10px;"><a href="https://www.optblue.com">Learn more about OptBlue.</a></td>
311    </tr>
```

Line #314 – Participant Logo

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

-> 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

```
313          <td style="text-align:center; padding: 20px;">
314              <img src="#" alt="" width="100" height="100">
315          </td>
```

Line #338 – Feedback text link

-> replace the # in href="#" with your partner link or delete line #338 if you do not want to include it

```
338      <a href="#" style="color: ▉#ffffff;">feedback</a>
```

Line #339 – LITCODE

-> replace the "LITCODE" text with your unique campaign identifier or delete line #339 if you do not want to include it

```
339      padding_top_10px">LITCODE</td>
```

Line #418 – Terms and Conditions

-> replace [Your Terms and Conditions Here] with your Terms and Conditions or delete line #418 if you do not want to include it

```
417              <br />
418              [Your terms and Conditions Here]
419          </td>
```