HTML Email Guidelines for POP V3

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

```
224                <a href="#">
225                  <img src="images/axp375_19917-White-Label-Hero-Generic.png"
226                </a>
```

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          <img src="images/axp375_19917-White-Label-Hero-Generic.png" alt="It's easy to accept American Express. And we set your rate."
226        </a>
```

Line #234 – [%%DBA%%]
-> replace [%%DBA%%] with your customer's name
-> Character Limit: 50
-> 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**

```
234 |                              <span style="display:block;">[%%DBA%%],</span>
```

Line #236 – Participant Benefits
-> replace [participant to add description of pricing information] with your unique information
-> Character Limit: 75

```
236      oice today. [Participant to add description of pricing information]
```

Line #291 – OptBlue text link
-> replace optblue.com with your partner link or leave as is

```
291 |                         <a href="#">
292                             <img src="images/axp375_19917-click-to-learn-more-blue.png"
293 |                         </a>
```

Line #320 – 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

```
319                     <tr style="text-align:center;">
320 |                       <td style="padding-top:40px;"><img src="#" alt="" width="100" height="100"></td>
321                     </tr>
```

Line #323 – Phone
-> replace 1-800-XXX-XXX with your phone number

```
322                     <tr>
323                       <td style="text-align:center; padding: 40px 0 0;">1-800-XXX-XXXX</td>
324                     </tr>
```

Line #326 – Email
-> replace email@email.email with your email

```
325                     <tr>
326                       <td style="text-align:center; padding: 10px;">email@email.email</td>
327                     </tr>
```

Line #329 – Learn more about OptBlue
-> replace https://www.optblue.com with your partner link or leave as is

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

Line #333 – 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

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

Line #347 – Feedback text link
-> replace the # in href="#" with your partner link or delete line 371 if you do not want to include it

```
347 | ›Tell us what you think. <span style="display: inline-block;">Share your <a href="#" style="color: ■#ffffff;">
```

Line #348 – LITCODE
-> replace the "LITCODE" text with your unique campaign identifier or delete line 372 if you do not want to include it

```
348     bile 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>
```