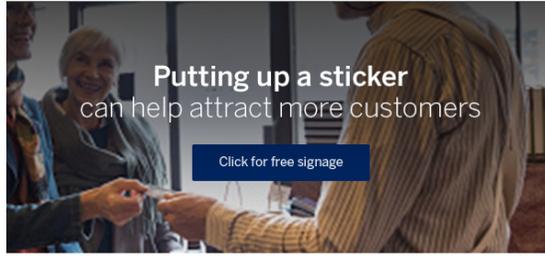


HTML Guidelines: POP Email

○ Insert Masthead here

[Participant Masthead]



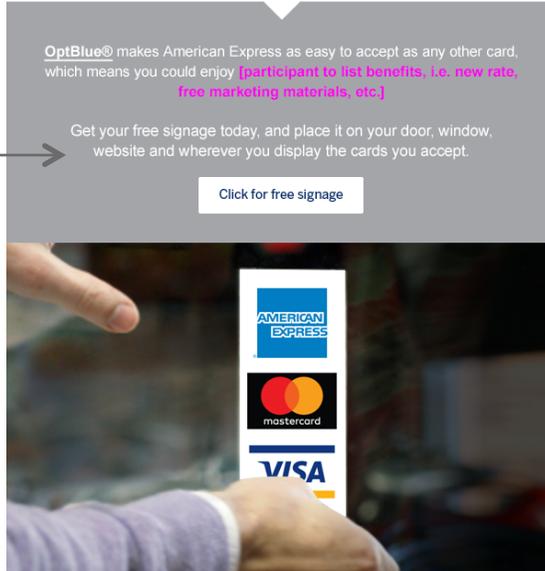
○ Replace [%%DBA%%] with your customer's name or dynamic tag that pulls in [Business Name]

○ 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

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

[%%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

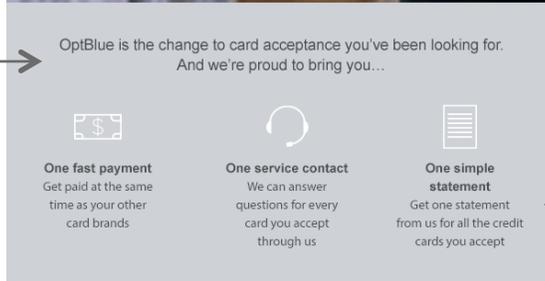
- Font-size: 17px
- Line-height: 22px
- Font-family: Arial
- Color: #ffffff
- Font-weight: normal
- Text-align: center

○ Hyperlink "Click for free signage" CTA with <https://americanexpress.com/signage>

○ 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

○ Module intro copy

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



○ 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 photo image source



○ Hyperlink "Learn more about OptBlue." with <https://www.optblue.com> or your partner link

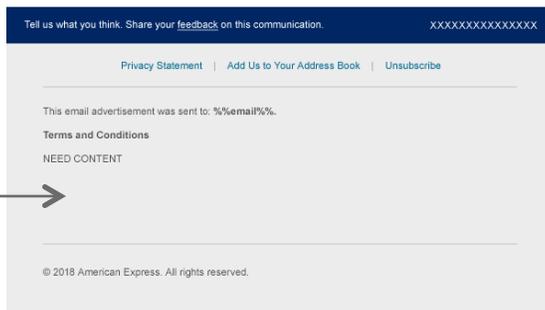
- Font-size: 11px
- Line-height: 20px
- Font-family: Arial
- Color: #000000
- Font-weight: normal
- Text-align: center
- Text-decoration: underline

1-800-XXX-XXXX
email@email.com
[Learn more about OptBlue.](#)

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

[Participant Logo]

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



○ 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