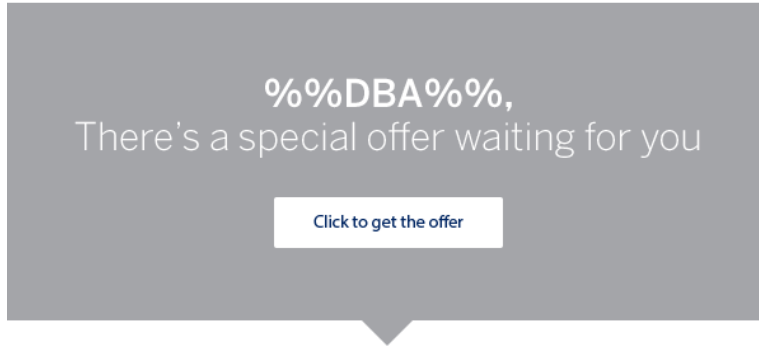# HTML Guidelines: Special Offer Email

o Insert Masthead here →

[Participant Masthead]

o Replace [%%DBA%%] with your customer's name or dynamic tag that pulls in [Business Name]
- Font-size: 30px
- Line-height: 34px
- Font-family: Arial
- Color: #ffffff
- Font-weight: bold for [%%DBA%%] and normal for copy below
- Text-align: center
- Background-color: #a4a5a9

o Hyperlink "Click to get the offer" with partner link

%%DBA%%,
There's a special offer waiting for you

Click to get the offer

[Participant to add description of special discounts, pricing or other offers]

o Replace [Participant to add description of special discounts, pricing or other offers] with your personalized offers.
o Character limit: 67
- Font-size: 24px
- Line-height: 26px
- Font-family: Arial
- Color: #231f20
- Font-weight: bold
- Text-align: center

OptBlue® makes American Express as easy to accept as any other card. You get **one fast payment, one simple statement and one service contact**. Plus, you make it convenient for customers to pay the way they want. Start welcoming high-spending Card Members today!

Click to get the offer

o "OptBlue®…" copy
- Font-size: 16px
- Line-height: 22px
- Font-family: Arial
- Color: #231f20
- Font-weight: normal
- Text-align: center

o Hyperlink "Click to get the offer" CTA with partner link

Looking for signage to show you accept?
Get free signs and supplies for your storefront and website at AmericanExpress.com/signage.

o "Looking for…."
- Font-size: 18px
- Line-height: 22px
- Font-family: Arial
- Color: #002663
- Font-weight: normal
- Text-align: left

o "Get free signs…."
- Font-size: 16px
- Line-height: 24px
- Font-family: Arial
- Color: #231f20
- Font-weight: normal
- Text-align: left

o Hyperlink "AmericanExpress.com/signage" with https:// americanexpress.com/signage
- Color: # 0000ff
- Text-decoration: underline

o Insert your photo image source →

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

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

Learn more about OptBlue.

[Participant Logo]

o 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

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

Tell us what you think. Share your feedback on this communication.   XXXXXXXXXXXXXX

Privacy Statement | Add Us to Your Address Book | Unsubscribe

This email advertisement was sent to: %%email%%.

Terms and Conditions

NEED CONTENT

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