HTML Email Guidelines for Generic V1

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	<pre></pre>
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Line #202 – Participant Masthead

-> replace the [Participant Masthead] text with your masthead information

200	
201	<pre>ctr></pre>
202	[Participant Masthead]
203	
204	

Line #224 – Click for free signage CTA

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

221	
222	>
223	
224	
225	<pre></pre>

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

	0, 0, 0
224	
225	<pre><img <="" alt="Putting up a sticker can help attract more customers" pre="" src="images/axp375_19917-White-Label-Hero.png"/></pre>
226	

Line #234 – [%%DBA%%]

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

-> Character Limit: 45

-> 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**

0	
231	
232	
233	style="font-family: Arial, Helvetica, sans-serif; color: 🗆#4d4f53; font
234	<pre>[%DBA%%],</pre>
235	You're already set up to welcome American Express <sup <pre="">style="font-size: 9p</sup>
236	Now let customers know they can pay the way they want.
237	
238	
239	
240	

Line #259 – OptBlue text link

-> replace optblue.com with your partner link or leave as is

256	
257	>
258	<pre></pre>
259	<pre>OptBlue®</pre>
260	makes American Express as easy to accept as any other card, which me
261	
262	
263	

Line #260 – Participant benefits

-> replace [participant to list benefits] with your unique benefits

-> Character Limit: 73

260 makes American Express as easy to accept as any other card, which means you could enjoy [participant to list benefits]

Line #344 – 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

343	
344	
345	

Line #347 – Phone

-> replace 1-800-XXX-XXX with your phone number

346	
347	1-800-XXX-XXXX
348	

Line #350 – Email

-> replace email@email.email with your email

349	
350	email@email.email
351	

Line #353 – Learn more about OptBlue

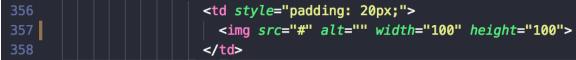
-> replace https://www.optblue.com with your partner link or leave as is

352	
353	<pre>Learn more about 0ptBlue.</pre>
354	

Line #357 – 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



Line #371 – Feedback text link

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

371 bile">Tell us what you think. Share your <a href="#" style="color:</pre>

Line #372 – LITCODE

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

372 _width_100_pct block_mobile set_mobile_padding_top_10px">LITCODE

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	
450	
451	[Your Terms and Conditions Here]
452	
453	