

IAFC Email Specs: IAFC Board of Director Candidates

The IAFC uses the following email specifications to ensure the highest possible email delivery rate and to protect our trusted and whitelisted status. Candidates must observe all requirements below.

General Requirements

- Maximum words: 300
- “Paid campaign advertisement” or similar language will be included in the email template.
- A good balance of text and images must be used (mitigates spam filter issues).
- Avoid excessive bolding, exclamation points and use of ALL CAPS (mitigates spam issues).
- Web URLs must be embedded in text links. (Your website URL, i.e. www.chiefForIAFCprez.com, may be typed out in images.)

Images

- Individual images should not exceed 40 kb.
- If candidate wishes to include content images, use 1 of these image combinations:
 - Taller email banner (600 px wide x 250 px high) and up to 1 content image of the following dimensions:
 - 300x100
 - 160x160
 - 160x125
 - Shorter email banner (600 px wide x 100 px high) and up to 2 content images of the following dimensions
 - 300x250 (max of 1)
 - 300x100
 - 160x160
 - 160x125
- Image hosting: Images in your email will be hosted on an IAFC server.
- Candidate acknowledges that none of the images submitted for use in a campaign email infringe on the rights or intellectual property claims of any third parties.

Checklist of Items to Send 10 Business Days in Advance of Scheduled Send Date

1. Up to 300 words of email text
2. All image files
3. Names and email addresses for individuals who should receive the test email

The IAFC will insert text, links and images into the standard, mobile-friendly template. It will be tested for candidate’s review and approval.

The email will be sent from: IAFC 2nd Vice Presidential Candidate (elections@iafc.org)

The subject line will read: Message from Candidate [Name Here]