



IAFC

International Association of Fire Chiefs

Email Specs: Corporate Partners

The IAFC uses the following email specifications to ensure emails are optimized for any device size and the highest possible delivery rate, as well as to protect our trusted and whitelisted status. Corporate partners must observe all requirements below.

Timing and Points of Contact (POC)

- To schedule, please contact the IAFC 30 days in advance of when you'd like your email to be sent.
- **Bugle Partners, Gem Partners and new/general partnership inquiries:** Leslie Distler, ldistler@iafc.org 703-537-4805

The IAFC will insert text, links and images into the standard, mobile-friendly template (see example, page 2). It will be tested for corporate partner review and approval. The email will be sent from: IAFC Partner (partners@iafc.org)

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

1. Subject line (Recommended characters including spaces: 20-30)
2. Preheader text (Recommended characters including spaces: 70 max)
3. Email text in a MS Word file (*see General Content Requirements below*)
4. All image files (*see Image Requirements below*)
5. Names and email addresses for individuals who should receive the test email

General Content Requirements

- Your email to IAFC members is sent in recognition of your important partnership in advancing the IAFC's mission and assisting the fire and emergency service. The member email benefit is an acknowledgement not an advertisement. As such the components listed below are permissible. Email content and messaging are subject to approval by the IAFC. Contact your IAFC POC if you have questions.
 - Name and/or logo
 - Description of services/product lines, as long as use is not qualitative or comparative. Slogans that are an established part of identity are permissible
 - Contact information, including your location, phone number and/or website URL, including links to an appropriate website(s)
 - Product displays, visual depictions, product samples (whether products are sold or are free)
- 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 links in text will be embedded in text links or formatted in this manner: iafc.org.
- Please ensure the content and messaging are final in the MS Word file sent.

Image Requirements

By sending images, corporate partner acknowledges that none of the images submitted for use in an email infringe on the rights or intellectual property claims of any third parties.

Acceptable file types: jpg, png, gif. Images in your email will be hosted on IAFC's server. Choose 1 of these packages:

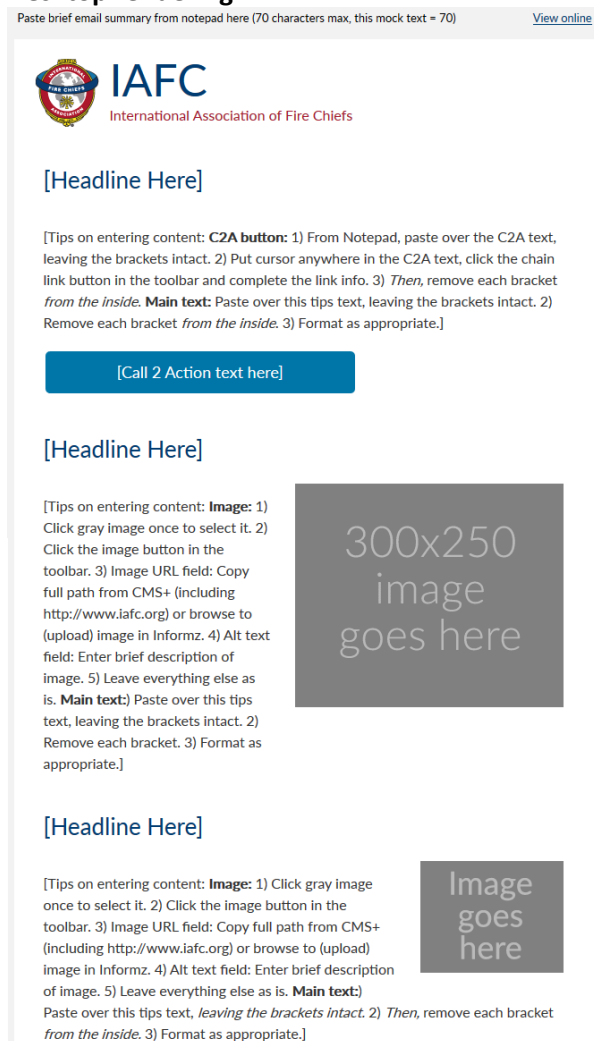
- Image package option A
 - Up to (1) 600 pixels wide x 250 pixels high image. Image file size: max 100 kb
 - Up to (1) 300x250 **-OR-** 300x100 pixels. Image file size: max 50 kb
 - Up to (3) 160x160 **-OR-** 160x125 pixels. Image file size each: max 20 kb
- Image package option B
 - Up to (1) 600 pixels wide x 250 pixels high image. Image file size: max 100 kb
 - Up to (2) 300x250 **-OR-** 300x100 pixels. Image file size: max 50 kb
- Image package option C
 - Up to (3) 300x250 **-OR-** 300x100 pixels. Image file size each: max 50 kb
 - Up to (4) 160x160 **-OR-** 160x125 pixels. Image file size each: max 20 kb

Testing and Approval

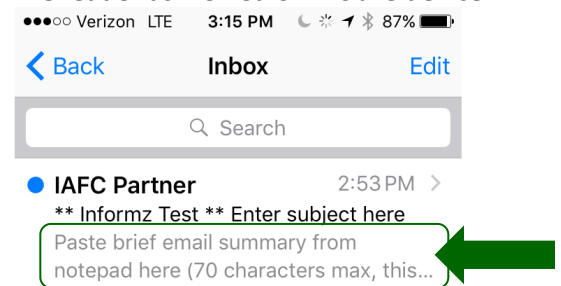
- Your email will be tested for your review prior to the actual send. You will receive both HTML and text versions, deployed for testing at the same time
- The IAFC reserves the right to cap the number of tests of your email to 3.

Sample: IAFC mobile-friendly template

Desktop rendering:



Preheader as viewed on mobile device:



Mobile email view:

