



## eDM specifications

In order to ensure a fast and smooth turnaround of EDMs, as well as to ensure correct and accurate delivery of the creative, it is required that clients stick to the below guidelines when submitting their own HTML creative.

- All html should be table based, with <div>tags kept to a minimum with no floating or absolute positioning.
- No background images or image maps.
- Images should have width and height specified in pixel dimensions.
- Animated gifs are not recommended – due to Vista Outlook only displaying the first frame of the animation.
- No JavaScript.
- No Flash.
- No iFrames.
- All CSS styles must be inline and not referenced in the top of the email.
- File size of the HTML delivered must be no larger than 40k.
- Total file size of must be no larger than 300k.
- Maximum email width should be no larger than 600px.
- No bookmark anchor tags to be used with HTML.
- Please supply subject line.
- Rent.com.au must approve all creative prior to launch.
- Rent.com.au reserves the right to remove any advertisement which is deemed annoying and / or harmful to our users at any time.
- All material must be supplied 5 working days before go live to allow for testing and setup.

## Contact rent.com.au

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