

SPECIFICATIONS

DIRECT E-MAIL

One e-mail, so many possibilities

– Your stand-alone newsletter to GMX FreeMail Plus users

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1. Fact Sheet

The Direct E-Mail from United Internet Media provides you with unique opportunities to establish direct contact with your target audience and to reach them with your messages at the most suitable time.

Benefits of Direct E-Mail:

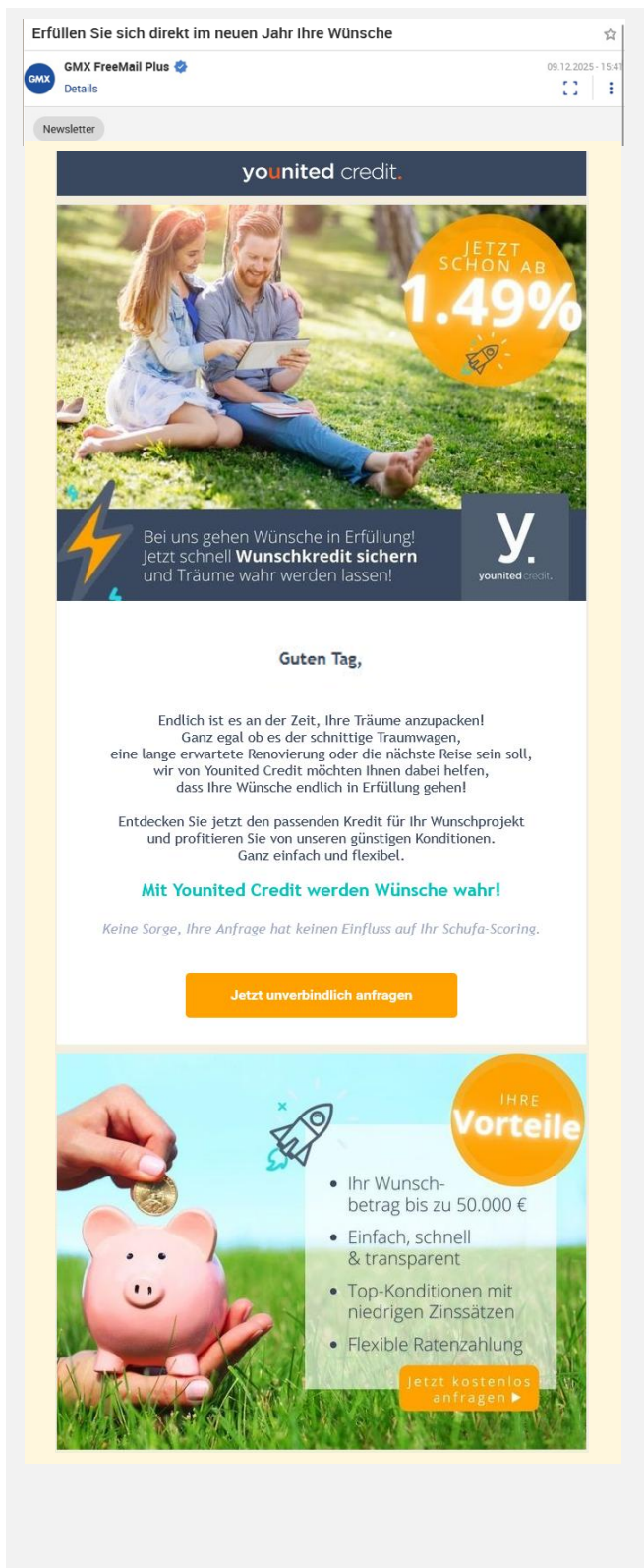
- Optimise the delivery of the Direct E-Mail newsletter and thereby reach precisely the right users.
- Make use of our custom design options and leave a distinctive message.
- Benefit from an advertising-savvy audience that has actively consented to receive promotional e-mails.
- Thanks to our limited sending frequency, your direct marketing receives maximum attention.

For enquiries, please contact:

E-Mail: emailmarketing@uim.de

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2. General Data Sheet and Facts



Subject Line

(Max. 50 characters including spaces, personalisation possible)

Sender

GMX FreeMail Plus (predefined)

File Format

HTML (Detail-Beschreibung nächste Seite)

Template Width

Max. 620 px

File Size

Max. 200 KB

Image Format

JPEG / GIF

Distribution Date

Monday – Sunday

Target Audience

You have access to numerous audience characteristics, such as:

- Gender
- Age
- Regions (Federal State, Postcode)
- Metropolitan areas and catchment zones of international airports
- Household information
- Employment status
- Education
- Areas of interest

Asset delivery

Please send all required advertising material in a ZIP file including the images to emailmarketing@uim.de five days prior to the scheduled delivery date.

For the provision of a blocklist, 5 working days prior to the delivery date are sufficient. In this case, the general data protection regulations must be observed.

3. Structure of the HTML Template

3.1. Permitted Elements

- Valid source code using HTML 4.01 with inline CSS
- Maximum width: 620 px
- Layout built using table structure (`<table><tr><td>...</td></tr></table>`)
- Inline styles declared directly within HTML tags (e.g. `<td style="...">` or `<a href="https://..." target="_blank" style="color:#000000; text-decoration: underline;">`)
- Text formatting specified within the respective `<td>` tag and defined individually (font-size, font-weight, font-family, etc.)
- Full colour values must be provided (e.g. #000000)
- Line height must be set for text sections (e.g. `<td style="line-height: 18px;">`)
- HTML-encoded umlauts and special characters (e.g. `ö` instead of ö or `€` instead of €)
- Lowercase HTML tags (e.g. `<div>` not `<DIV>`)
- Maximum size: 200 KB (HTML template including images)
- Personalisation possible in both the newsletter and subject line, e.g. *Hello Mr/Ms Surname* (gender-neutral: *Hello First Name Surname*), personalisation including city name based on the users' profile postcode
- Recommendation: Design advertising materials to be as accessible as possible for an inclusive user experience (e.g. descriptive alt texts, static images instead of GIFs, optimisations for dark mode)

3.2. Non-Permitted Elements

- External stylesheets or CSS style declarations in the header/body
- Short notation for colour values or style declarations (e.g. black or #000)
- Image references to parent folders (e.g. ``)
- Externally referenced Flash or Shockwave elements, or scripting languages
- External font calls
- Dynamic content (via PHP or JavaScript)
- Use of third-party tracking / counting pixels or redirects (exception: tracking with UTM parameters)
- Global styles

3.3. Hosting

To ensure smooth delivery of advertising materials, the images and graphics of the template must be supplied together with the physical HTML so that they can be hosted on United Internet Media's servers. Please provide the images with relative image paths along with the HTML in a ZIP file.

Any questions?

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