

## HTML Sample E-mail



**From Line:** Mailer chooses from two options –

- List Owner (i.e. ReedBusinessDirect), or
- Advertiser that is being represented throughout the message

**CAN-SPAM Requirement**

If you would like a person's name to be included in the from line it must come after the advertiser's name (i.e. PharmaDiscovery – Kevin Richards).

\*some exceptions apply

**Subject Line:** Must be honest and clear as to what is being offered. **CAN-SPAM Requirement**

**Words to avoid:** "FREE", "Giveaway", "prizes", "Save", "Survey", "Win", "Act Now", "advertisement", "XX% Off", "\$\$", "!" and "\$", "!" and "free"

**DM2 Header –** standard header is inserted into all e-mail messages by the DM2 staff

**Advertiser's HTML Message:**

- Do not use frames
- Ideal File size 30K
- Images must be hosted on advertiser's server and the HTML file should reference the URL where the image is stored (i.e. 

**Words to avoid:** "\$\$\$", "100% satisfied", "FREE", "free", "order now!", "order today", "prizes", "removal instructions", "SPECIAL PROMOTION", "survey"

**Advertiser's Opt-Out Mechanism:** a functional e-mail or URL that is used by the advertiser to collect the e-mail addresses of those people who no longer wish to receive e-mail from the advertiser. The opt-out mechanism must be clearly defined as the opt-out mechanism for the advertiser that is being represented throughout the message (i.e. PharmaDiscovery opt-out). **CAN-SPAM Requirement**

**Advertiser's Postal Address:** The physical address of the advertiser that is being represented throughout the message. **CAN-SPAM Requirement**

**DM2 Standard Footer:** will be inserted into the message by the DM2 staff. No changes allowed. The footer includes:

- DM2 Opt-Out
- DM2 Change of Address
- DM2 Postal Address & Privacy Information

Please reference **PRIORITY CODE EG29** when registering.

To opt-out of receiving future promotional email from PharmaDiscovery please [click here](#).

PharmaDiscovery  
Attn: Privacy Administrator  
383 Main Ave.  
Nonwalk, CT 06851

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