Newsletter Guidelines
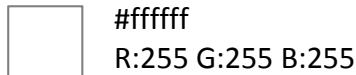
1. Style Guide

Colours

Main Background: White

#ffffff
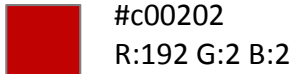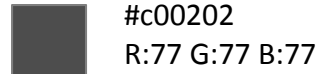R:255 G:255 B:255

Box Background: Light Grey

#eeeeee
R:238 G:238 B:238

Tagline and Title: Red

#c00202
R:192 G:2 B:2

Text: Grey

#c00202
R:77 G:77 B:77
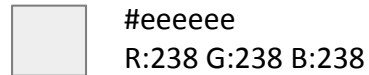
Fonts

Tagline: Tahoma 22px
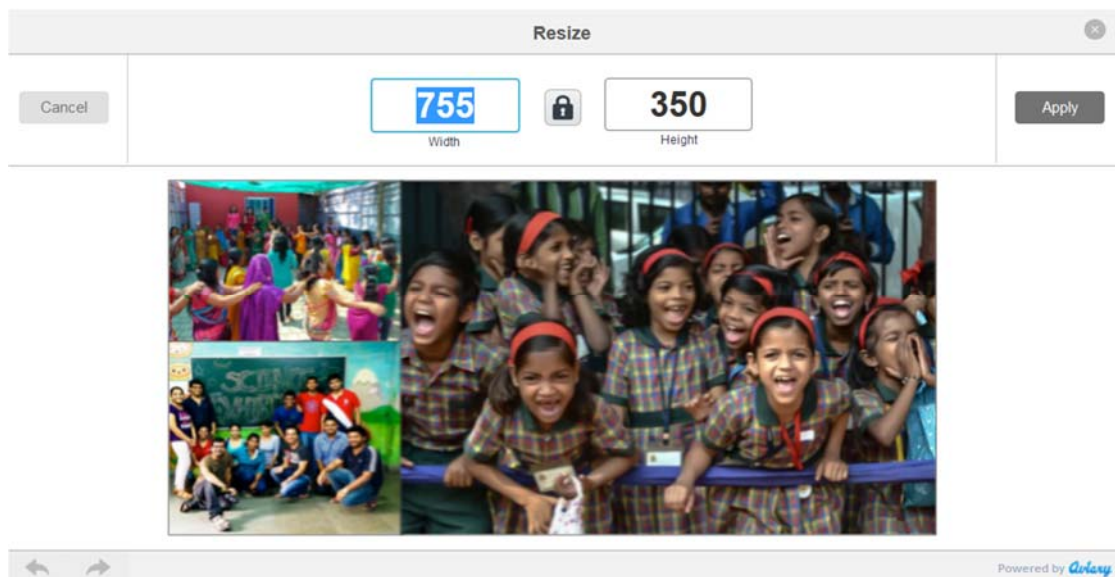Main Title: Tahoma 18px
Subtitle: Tahoma 12 px
Text: Lucida 12px
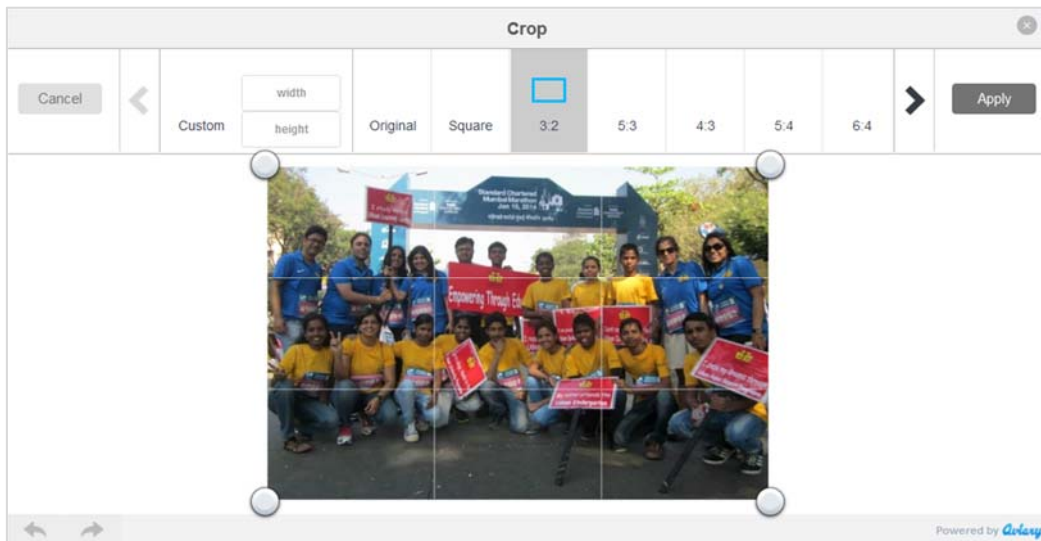
Banner Size

Standard banner size: **350 to 755px**
Note: Width always needs to be the same to exactly fit into the newsletter frame.
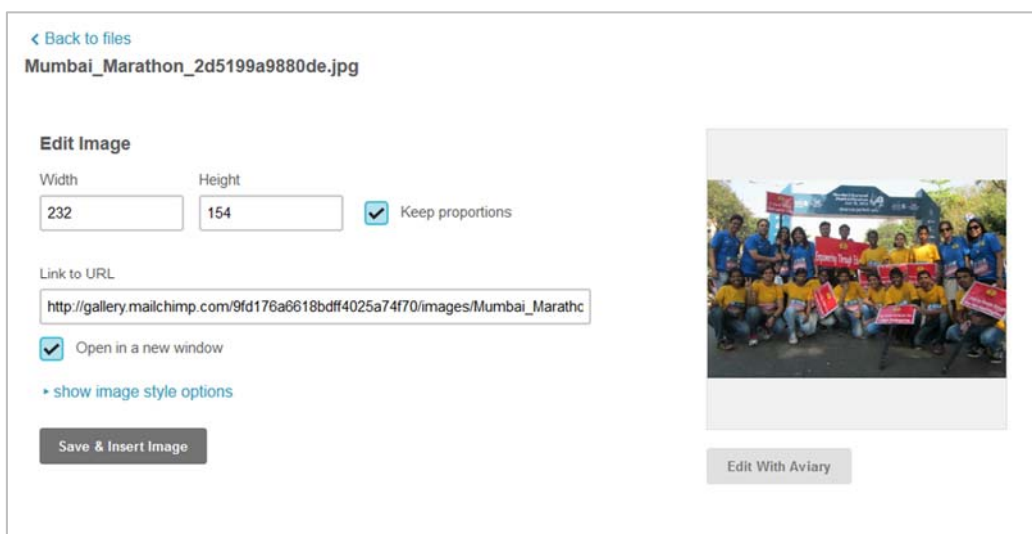
Images Size

If you have 2 boxes in a row: Crop the image to a **3:2** format.

Resize the picture size to **154 to 232px**.
Note: Image size needs to be exactly the same for each box, otherwise boxes will not be aligned.

Best Practices for Images

- To ensure that newsletter is loaded fast resize all images before upload using the following website: http://www.picresize.com
- For any special colours, effects, frames or to add text to the images use: http://www.pixlr.com (Pixlr Express)
- Rename images to Mailchimp to the below format before uploading: (eventsname_monthyear) Example: MumbaiMarathon_Jan2014)
- Images must be uploaded in PNG or JPG format. Do not use PDF format.
- Spam filter alert: Images should not be wider than 600 to 80

2. Edit Newsletter

How to edit text

Click on the **Edit Block** and insert the text on the right. Change text font, size and colour according to the Style Guide. All articles should have the same size. If you want to insert a read more button use the following code:

|IFNOT:ARCHIVE_PAGE|
 Read More
|END:IF|

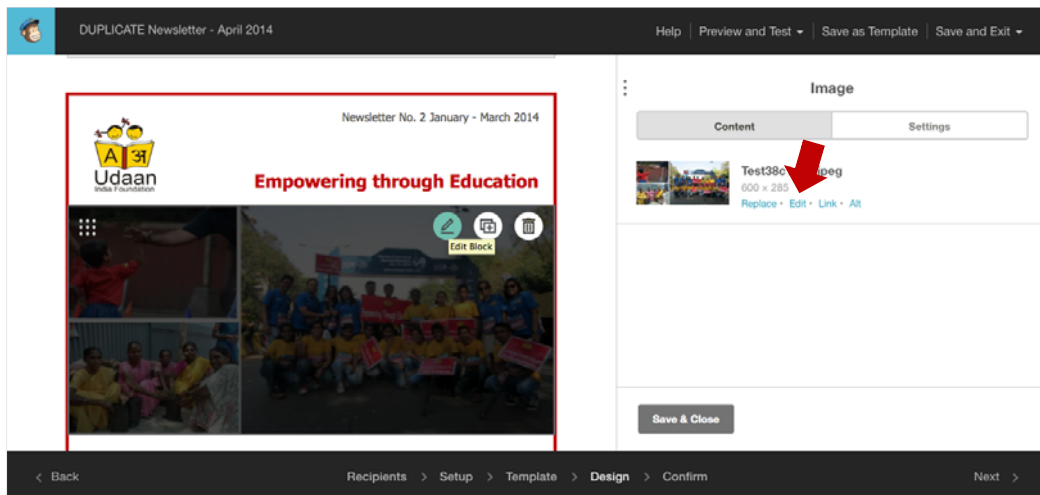**How to replace an image**

Click on **Replace.**

Upload or drag image and click **Upload**. Be sure that you have reduced image size before upload.
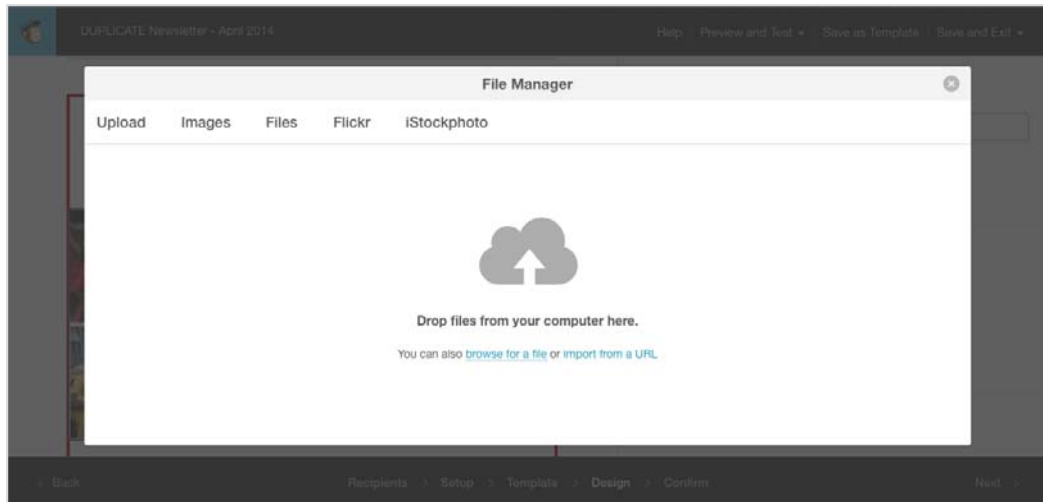

Click on **Edit** and make sure that all images have same format and setting as per Style Guide.

3. Test Newsletter

Mailchimp allows you to send a test mail to 6 email addresses at a time and you can send 12 tests per campaign and 24 tests per 24 hour period - whichever comes first. If you regularly need to send more tests than Mailchimp allows, you can create a test list. Just create a new list and import your testing email addresses. This will also help you test out merge tags.
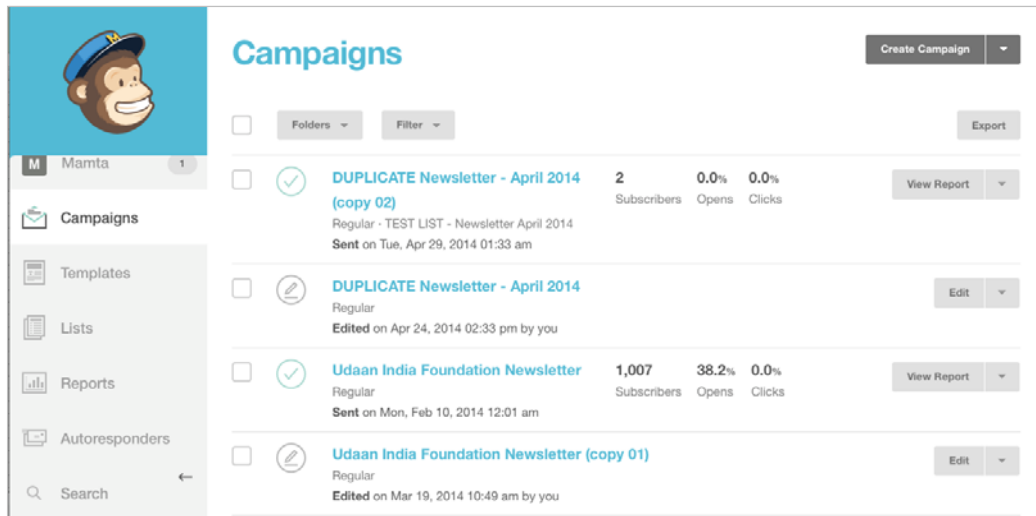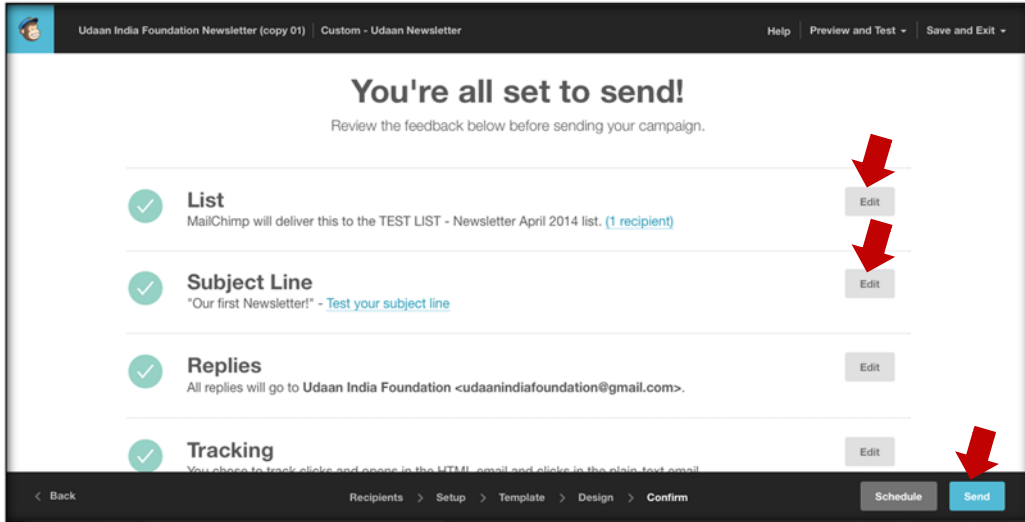

4. Send Newsletter

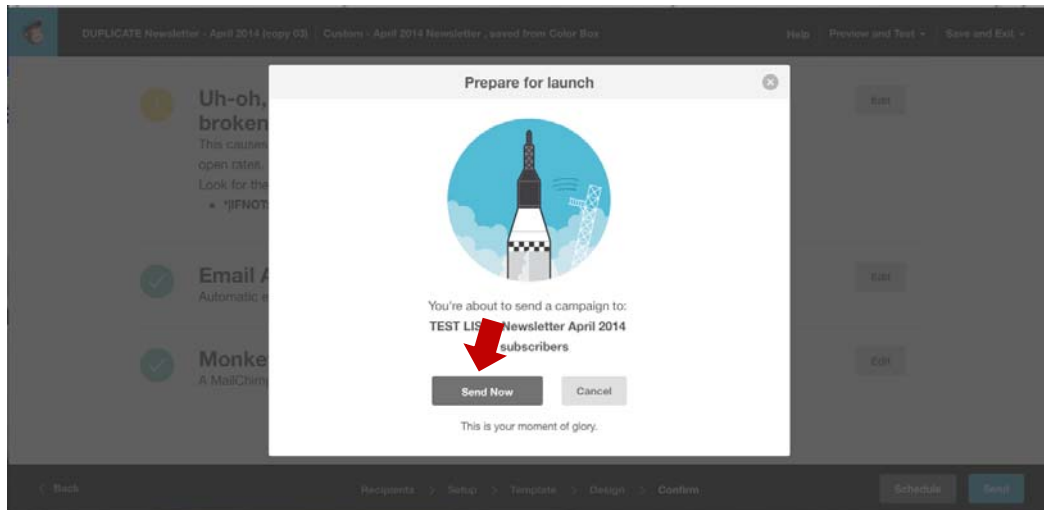When all editing is done click the **Next** button.
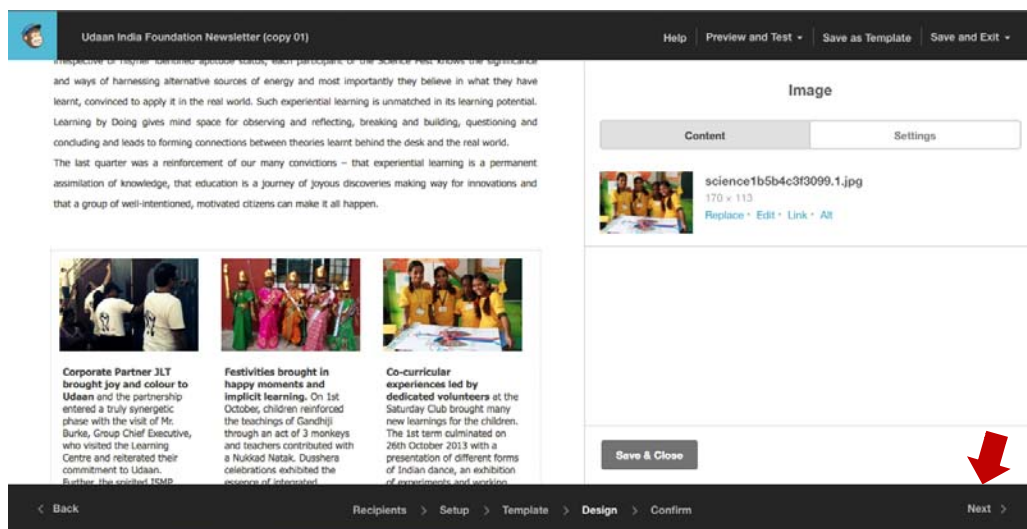
Click **Edit** and select the **List** to send the newsletter, edit the **Subject Line** if necessary and click send.
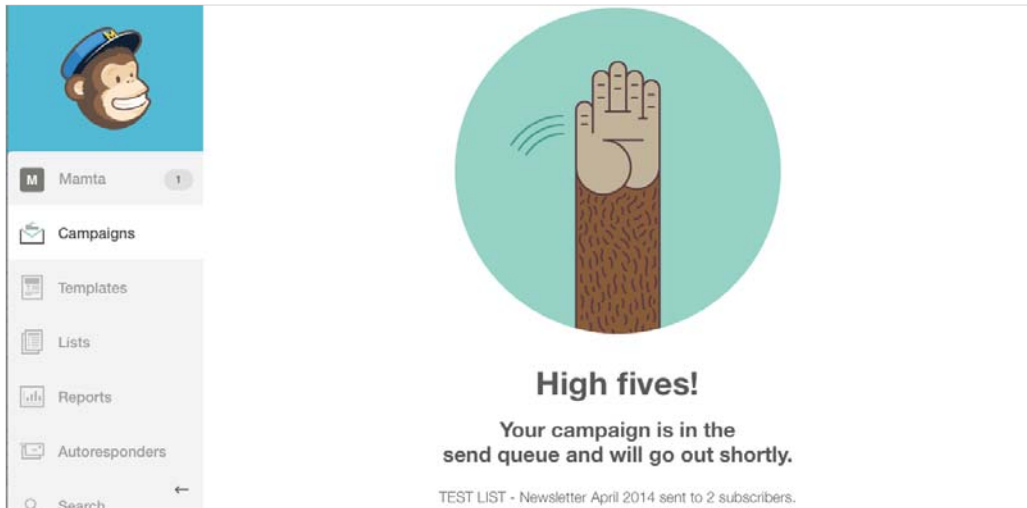

Click on **Send Now**

Wait for the High Fives, your newsletter has been sent out! Go to your Mailchimp Inbox, you will receive a notification if there were any errors sending the newsletter.

Check **Campaigns** and you will see the statistics on how many people have opened the newsletter.