

inSing Dedicated EDM (600x500)

Ad Specifications

Width	Height	Format	File Weight
600px	500px	jpg/HTML	150kb or less

- 1) Subject title of EDM: 70 characters maximum including spacing
- 2.1) Creative asset: Option 1
 - JPEG (**preferred option**)
 - 1 landing page URL to be provided (if there is tracking code, ensure that it is already incorporated in the URL)
- 2.2) Creative asset: Option 2
 - HTML file
 - all images are to be hosted on either the client's or a 3rd party server
 - All landing page URLs are to be incorporated in the HTML
 - If there are tracking codes, ensure that they are included in the HTML already
- 3) Provide a list of email addresses to send preview blasts to

Additional Notes:

- Linking URLs must be domain name based and cannot be the IP address (ie, <http://207.123.456.78>)

SAMPLE EXECUTION

Can't see the pictures? Select "Enable all message content".
To ensure delivery to your inbox, add hotpromos@insing-announcements.com to your address book or safe sender list.

BEST of Singapore This Week Food | Movies | Events | Shopping | News | Super Deals

inSing.com

We know you love the BEST of Singapore food, movies, events, deals & more, so check this out:



600x500

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SUBMISSION GUIDELINES

- Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which will delay the launch date.
- To expedite order processing, please include the following in your creative submission:
 - Advertiser name
 - Detailed trafficking instructions
 - Creative files
 - Linking URL is compulsory
 - 3rd party tags (if applicable)
- 3rd party tags must be live at the time of submission to enable thorough testing prior to launch.

SECURITY GUIDELINES

- Accessing the user's webcam and microphone is not allowed
- Loading files from cross domains are not allowed
- Third party ad cookies other than from DoubleClick should not be served to the user
- No collection of user personal information via advertisement is allowed unless otherwise agreed upon

ADVERTISING POLICY

Advertisements should not contain any elements which might mislead the user.

Examples are:

- Windows/MAC/Unix dialog boxes, error messages, interface, etc
- Advertisement content should not mimic or resemble InSing content on the site
- No simulated HTML interactivity such as search boxes or drop down boxes, unless the functionality is actually working

In order to maintain acceptable user experience, InSing reserves the right to suspend the delivery of an advertisement if it's not compliant to specifications or causes annoyance to end-users.