

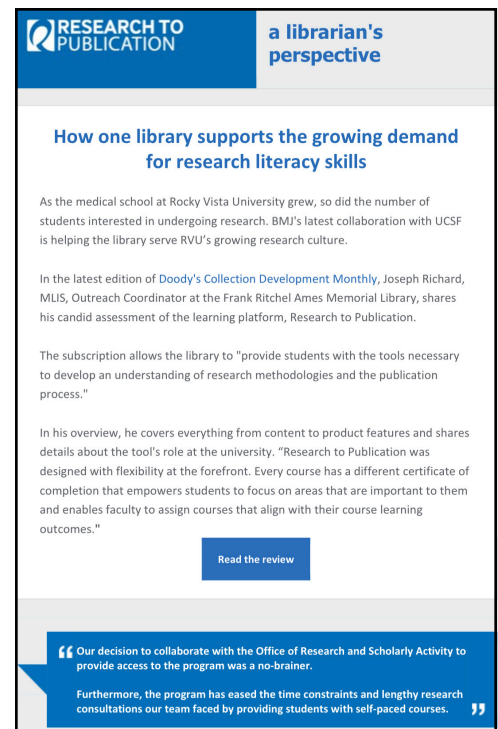
Doody's eBlasts

Requested Ad Sizing:

The recommended email width is between 550 and 650 pixels. For best readability, the maximum width of the HTML should be no more than 700 pixels.

Other Specifications:

- Provide email blasts as HTML attachments to Caitlin Szontagh at caitlin@doody.com.
- Do not forward your email or embed it in the body of the email to DEI as this will result in formatting problems.
- A simple design, free from complex tables, borders and background images and without unnecessary embedded rows and columns, is recommended.
- Use inline styles so specific fonts used within the text are included to avoid any problems with translation from editor to web that might occur.
- Do not include any type of JavaScript. Do provide a balance between the amount of text and images. DEI reserves the right to request a change to the amount of text and images at its discretion to avoid having the email classified as spam.
- If there are images such as headers, image links or general images, they must be hosted on client side.
- Text-only email blasts may be sent as Word attachments.
- Seed names to be included must be provided no later than client sign-off.
- A subject line may be requested pending DEI's approval. If not provided, DEI will recommend a subject line.



Sample eBlast advertisement