To create an html mailer we have to strictly follow some do's and don't. We need to follow some basic rules for html mailer which is not required for web page.
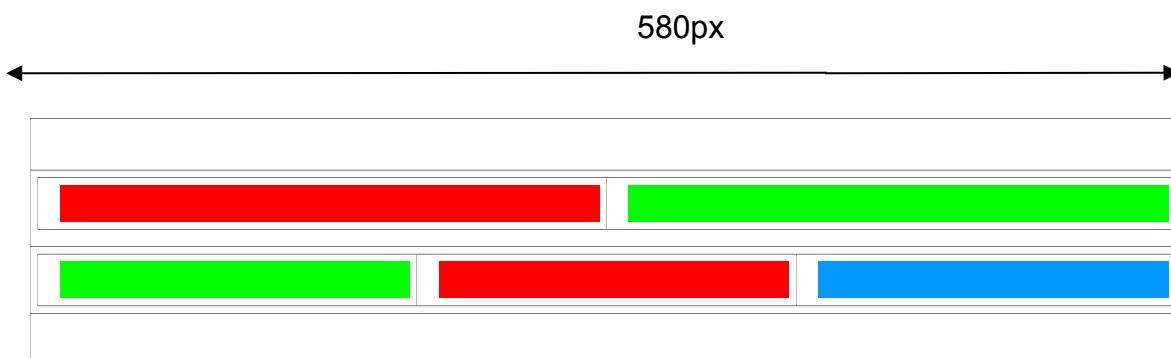
Layout

A html mailer always we can view inside our mail box window not in normal browsing window. So width restriction is there to avoid horizontal scroll bar. Normally for better practice minimum width should be 580px and maximum width 650px. Standard size for mailer which fits all mail browser like Gmail, Yahoo, Rediff, Sify, Hotmail etc.

For the mailer height we don't have any fix size. But longer the mailer you have to scroll it which is not a best practice.

Define the main table with fixed width. Avoid using colspan and rowspan.

Use table as below:

```
<table width="580" border="0" align="center" cellpadding="0" cellspacing="0">
  <tr>
    <td align="left" valign="top">Main Table</td>
  </tr>
</table>
```

580px

Don't use div to create table layout. Simply use table to display content in mailer. You can use div tag only to justify fonts like <div align="justify"> Follow attached html

Use inline style inside the table <td> only. e.g.

```
<td style="padding-right: 40px; border: 1px solid #ff0000; font-family:Arial, Helvetica, sans-serif; font-size:20px; line-height:26px; color:#000000;">
```

Images in mailer

Image as background

Use minimum images in an HTML mailer. Avoid using image as background in an HTML mailer. It is not effective in some of browser like Outlook and Lotus Note etc. If you are using background as image please use bgcolor so that browser which does not support background as image at least able to view the text portion over there.

If you are using background as image don't use below html tag

```
<td style="background-image:images/header.jpg; background-repeat:no-repeat; background-position:top;" >
```

because it does not support browser like gmail hot mail and yahoo.

Use

```
<td background="images/header.jpg" width="" height="">
```

Image

Please use proper image name. Don't use space in between name instead use _ or - e.g. image_name.jpg

Use image tag as below

```
<img src="images/logo.jpg" width="170" height="215" alt="" style="display:block;">
```

Use proper width and height for the image.

Use proper alternate text in alt='text' tag so that without donwloading the images in mail client user can read what is on the images.

Please avoid using mask to link particular area on an image. Slicing the image and link it separately.

Images Path

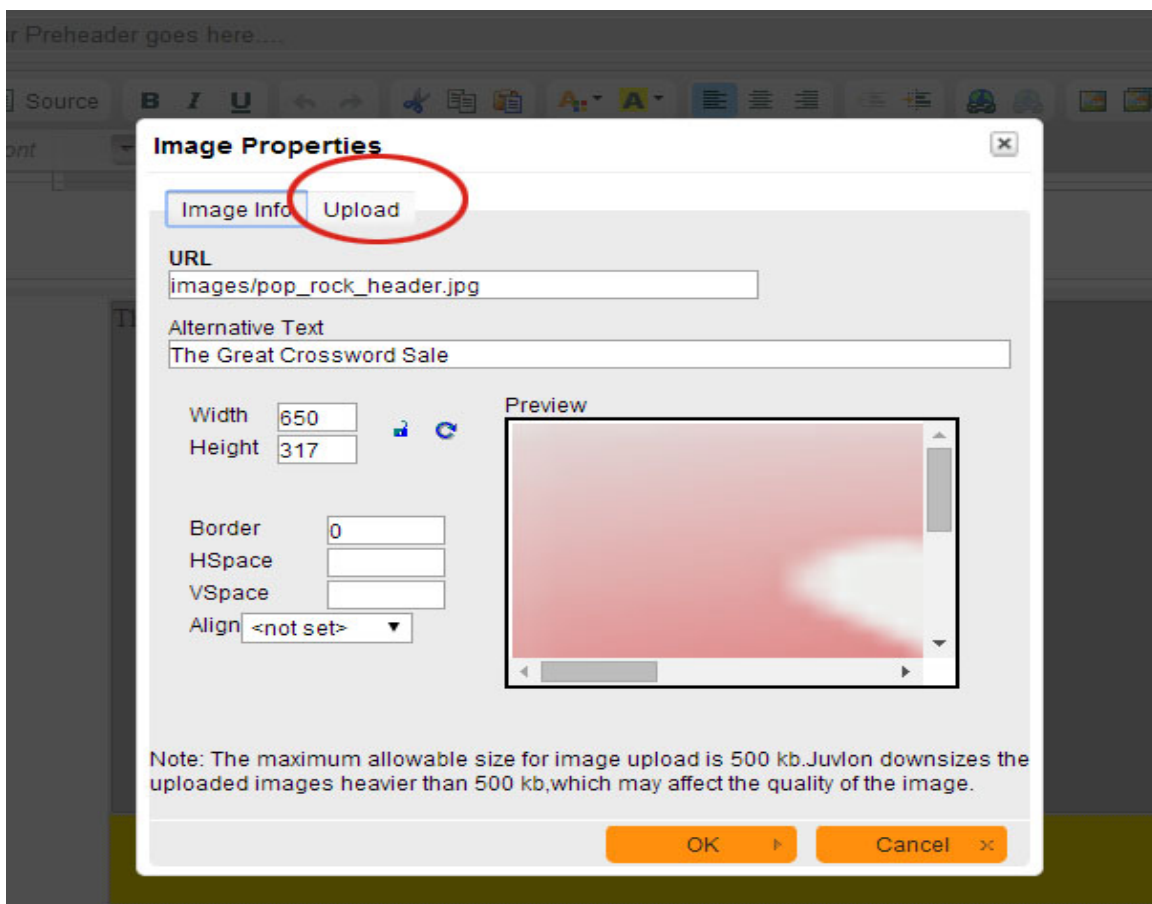Require absolute path for the images in the html mailer. e.g.

```
<img src="http://www.xyz.com/images/header.jpg" width="266" height="108" alt="text" border="0" style="display:block;"  />
```

Means upload the images on your server and changed the image path mentioned above.

Else

If you using the images path as Relative path in html mailer then after uploading the mailer in Juvlon double click on the image in the edit section belsoe screen will come if you have already uploaded the images on your server then just copy and paste the image path in URL text box.

If you do not have image path then click on upload tab (Red Circled) click on Choose File and select the image where you have saved in your system click Send it to the Server button

Image Properties

Image Info   Upload
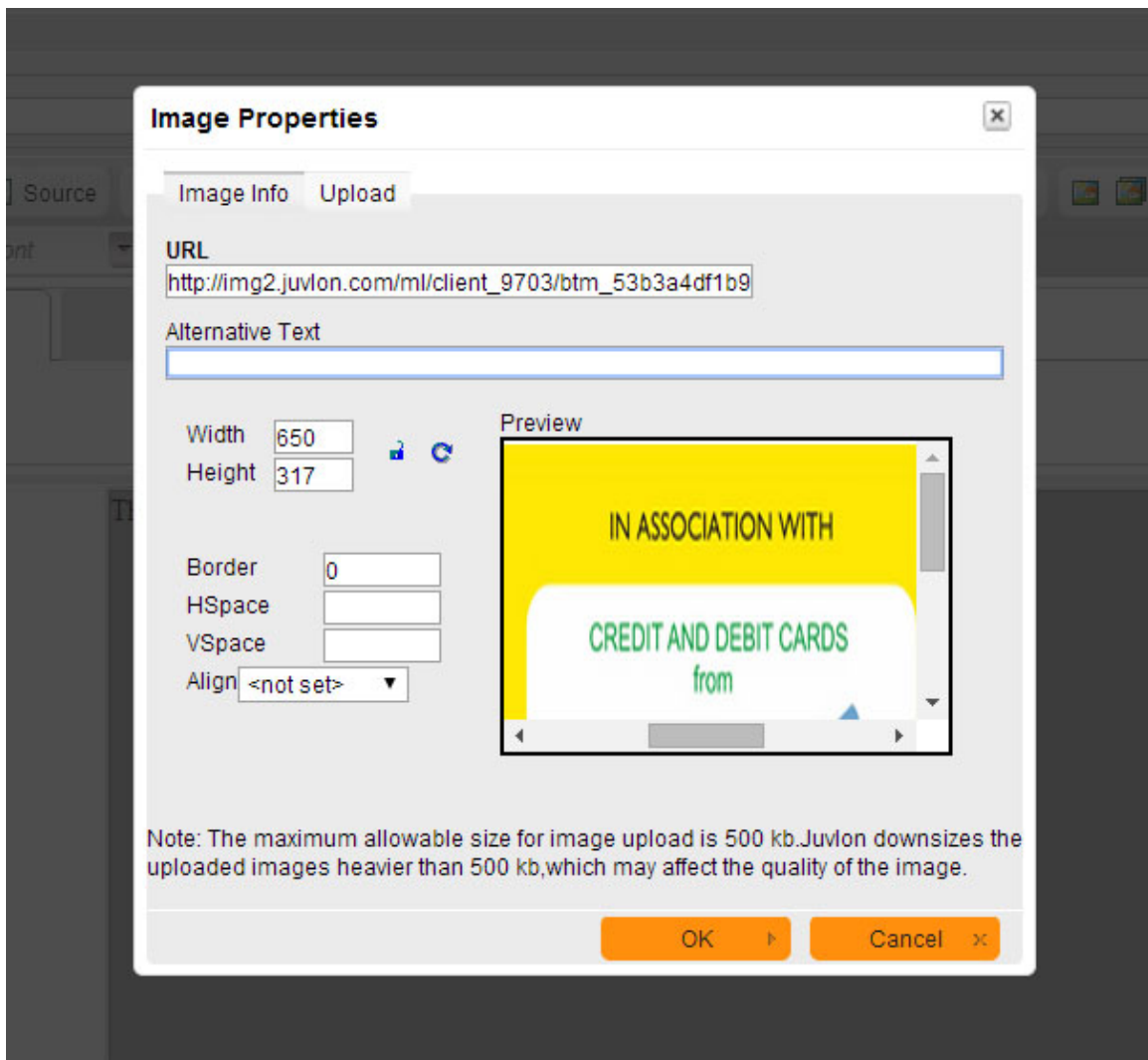
Send it to the Server

Choose File   No file chosen

Send it to the Server

Note: The maximum allowable size for image upload is 500 kb.Juvlon downsizes the uploaded images heavier than 500 kb,which may affect the quality of the image.

OK   ▶   Cancel   ✕

Once the image gets uploaded on the server you will able to view below screen. Here you can set necessary setting like Alternative Text, widht and height for the image then click on Ok button.

Font

Use html font tag inside the mailer. Don't use excess font tags inside a mailer it helps to increase mailer size.

E.g. <td style="padding-right: 40px; border: 1px solid #ff0000; font-family:Arial, Helvetica, sans-serif; font-size:20px; line-height:26px; color:#000000;">

HTML file name

Save your html file with .html only not .htm

Use proper html file name like my_mailer.html, marketing_money.html not my mailer.html or marketing&money.html