

# Special advertising: Standalone Mailing

Sending a newsletter can help you reach your potential customers quickly and easily.

## Required Material

- Time of distribution
- Subject line
- Providing a finished HTML – at least 4 days prior to day of send out

## The following technical details should be noted

- Additional CSS may only be used as Inline-CSS
- Widths, heights and spaces need to be defined
- HTML-File in table form
- Linking of all images via URL within the HTML
  - Images must be hosted on a server
- The presentation of the newsletter varies depending on browsers and devices, which is why the CSS-code should be kept simple
- An overview of the different presentations is available here: <https://www.campaignmonitor.com/css/>

