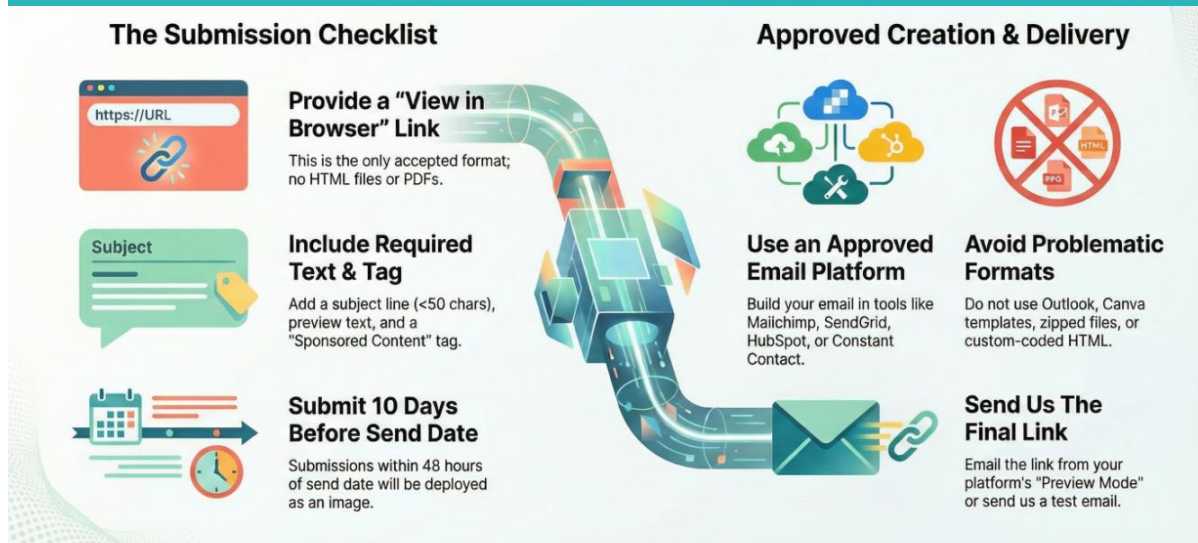


## YOUR GUIDE TO A PERFECT E-DRIVER SUBMISSION



### 1. Overview

To ensure your sponsored e driver renders consistently across all email clients, including Outlook, your file **must be submitted in the correct format**. This guideline outlines what you need to provide, how to obtain the required "View in browser" link, and the essential technical considerations.

### 2. Submission Checklist

Please ensure the following are provided:

- ✓ "View in browser" link/URL from an approved email platform
- ✓ Subject line under 50 characters that begins with "Sponsored Content:"
- ✓ Preview text between 35 and 90 characters
- ✓ "Sponsored Content" tag placed at the top of the e driver
- ✓ Final tested version of your e driver
- ✓ Submission at least 10 days prior to your preferred send date
- ✓ Updated link if any design changes are made after submitting your original link

If the correct format is not received 48 hours before your planned send date, the launch will be delayed to the next available sending slot.

### 3. Approved Email Platforms

To ensure proper formatting and a valid browser link, please create your e driver in one of the following supported platforms:

#### Primary recommended platforms

- Mailchimp
- SendGrid

#### Additional approved alternatives

- Campaign Monitor
- HubSpot Email Tool
- Constant Contact

These systems output clean, stable HTML and generate browser links that work with our sending environment.

#### Please avoid:

- Outlook designed emails
- Zipped HTML packages or folder structures
- Custom coded HTML without a browser URL
- Canva email templates
- PDFs converted to HTML

These formats cause rendering issues or cannot be accepted by our system.

### 4. Required Format

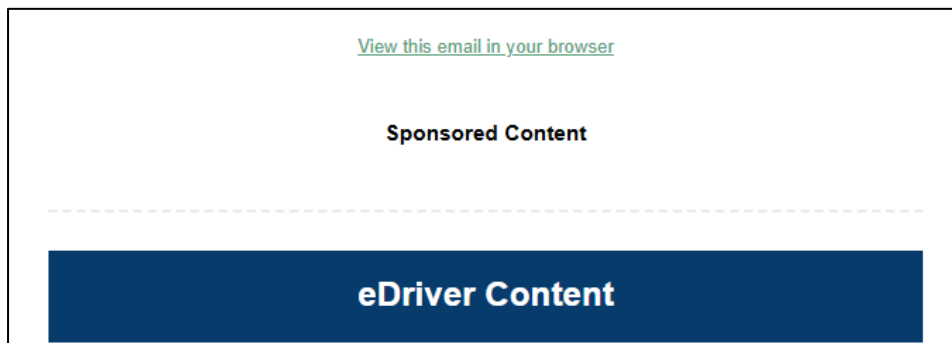
Your e driver must be provided via a **“View in browser” link**. This ensures:

- The HTML remains intact
- Outlook compatibility can be applied
- No design alterations occur during deployment
- The layout performs correctly across major email clients

Folders, loose images, or partial HTML files cannot be accepted.

## 5. “Sponsored Content” Tag Placement

Please include a small, centred “Sponsored Content” label at the top of your email, ideally positioned just below the “View in browser” link. This is required to differentiate sponsored material from official Congress communications.



## 6. How to Obtain the “View in Browser” Link

### Option 1: Preview Mode

1. Complete your e driver design in your chosen platform.
2. Select **Preview**.
3. Enter **Preview Mode**.
4. Click the link labelled “Click here to view this message in a browser window”.
5. Copy the URL from the new window and send it to your project manager or [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com)

*If any changes are made afterwards, a new link must be provided.*

### Option 2: Send a Test Email

1. In your platform, select **Preview**, then **Send a test email**.
2. Send the test to [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com)

Kabloom will retrieve the browser link from the test email.

Either option is acceptable. A live test will always be sent to you for final approval.

## 7. Essential Design Considerations

All e drivers must be created in an approved email platform and provided as a ‘View in browser’ link. No HTML files, folders or standalone code will be accepted

## 8. Submission Timing

All files must be submitted 10 days before the intended send date.

For optimal engagement, we recommend launching sponsored e drivers in the final days leading up to the meeting.

## 9. Contact

For questions or assistance, please contact:

Clarissa Jacobs: [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com)