

Standalone Mailing "bMail" at DocCheck - Composition Guideline

For the programming of your DocCheck bMail template we ask you to observe the following instructions and specifications:

1. Delivery

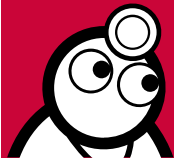
- Please send the complete and final materials with clear designation of the campaign and the planned blast date **5 working days in advance at the latest to media@doccheck.com**.
- Please provide a contact person for technical queries and state the name and email address of the person who is supposed to receive the test mail and finally approve it.

2. General Indications

- For the bMail we need a newsletter template programmed in HTML.
- Please include all images and used files which should be hosted by DocCheck. Alternatively, you can host the files on your own servers and reference them in HTML.
- Please include the subject of the mail as <title> in the HTML or in the eMail to DocCheck.
- Please do not include information, such as an unsubscribe link that relates to your own mailing list or dispatch. DocCheck is the sender of the bMail and sets a corresponding footer with the relevant information on data protection.
- You will receive a test mail after DocCheck has finished the bMail. We need your final approval the evening before the date of blast.

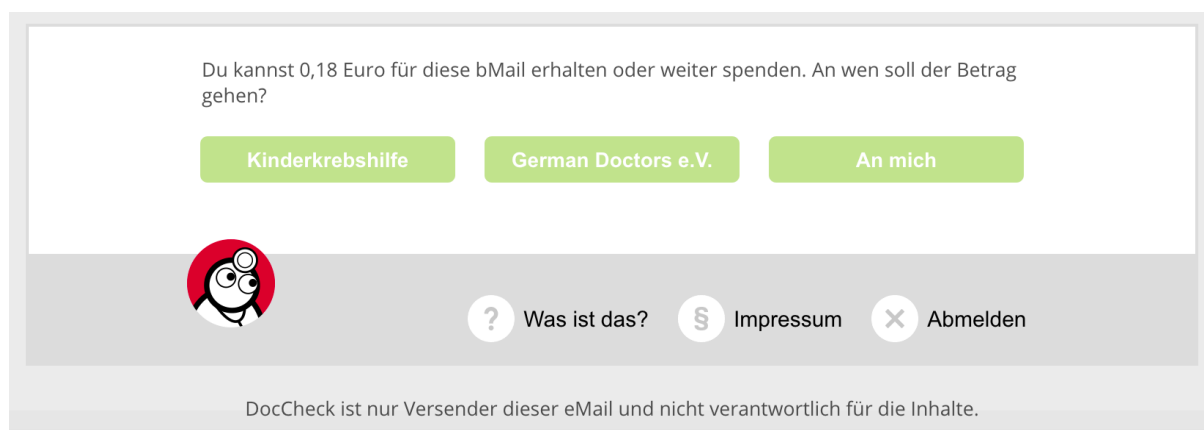
3. Content Design

- DocCheck is only the sender of the mailing. You are responsible for the content of the bMail
- You are free in the design of your newsletter template. Please take into account that e-mails are often read on mobile devices. Select images and graphics accordingly.
- We recommend to set several links and to include at least one of them in the immediate visible range. Please put your desired links to the corresponding places in the HTML.
- If you use tracking links, it is necessary to close a Data order processing contract with DocCheck.
- For a personalized salutation please set a placeholder in HTML. DocCheck will replace it accordingly. Information regarding the gender with the registration on doccheck.com is no longer mandatory. The salutation therefore has two forms. If



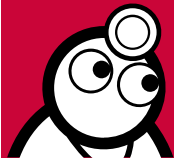
the gender is known, the form of address is Dear Dr. Dooly. If the gender is unknown, the user is addressed with Hello Beate Dooly.

- DocCheck also sets a text version of the bMail with a reader and a link to the web version.
- If you would like to have a link to the web version as well, please point the appropriate place and we will set the corresponding parameter for the link.
- To reduce the spam value we recommend to remove any www or https from the mail and to set links without this specification.
- At the end of the mail DocCheck will place the footer with the bMail donation box and legal advice.
- Example of the DocCheck Footer and donation box:



4. Technical Advices

- The newsletter is to be programmed as HTML. Please also use the appropriate HTML code for all special characters to avoid display errors in the various email clients.
- The bMail should be created with a minimum width of 620 pixels.
- The alignment of the mailing must be centered.
- You are welcome to program the mail in a responsive layout. The majority of our users read the bMails on mobile devices
- Please always refer to the relevant <table> and do not use CSS Set specifications that are valid for the whole mail.



5. Checklist before delivery to DocCheck

- ✓ The advertising material will be delivered to DocCheck on time 5 working days before the date of blast.
- ✓ The materials are complete and final and are all sent in a zip folder to media@doccheck.com.
- ✓ The subject is included in the HTML or in the handover e-mail to DocCheck.
- ✓ Full names and email addresses for the test shipment are included in the eMail with all assets to DocCheck.

Stand: 04/2020

Your contact for any questions:
media@doccheck.com