**INCC Newsletter Template – INCC Template Test 1:2:1 - Bonnie**

* View this email in your browser – Please make right aligned.
* Teal bar at top – The height should be shorter.
* Teal bar at top – CCD Logo & Issue|Date content should be vertically center aligned in the teal bar – changing the height of the bar may take care of this.
* Teal bar at top – Issue|Date font should be changed to 12px (is this possible or is this considered part of the Upper Body?)
* Header graphic – The graphic should be taller, like the original header proposed at the beginning of this project.
* Header graphic – Please provide the dimensions for the header graphic, so we can start ordering them.
* Social share icons – Please change these from outlined black & white to outlined color.
* Graphics – Please provide the ideal dimensions for all of the graphic components in the template.
* Upper & Lower Body Text – The font size should shrink from 16px to 14px.
* Banner ads – Can we add white space above and below these?
* Buttons – Can the buttons be standardized in the MC template or would we need to recreate them each time? If they can be standardized, we’d like them smaller all around, more similar to the size of the ones in the original email template design that’s in basecamp.
* Buttons – For the mock-up could you move the smaller Learn More button just below the Zumba copy where you have the red copy?
* Section headers – The Inside and Happenings headers can be removed.
* Footer – We’d like to simplify the footer. Is it possible to remove the MailChimp copy to outside and below the teal footer? It can remain 2 column in the same column split that it’s in now and the font size is good at 12px.
* Footer – We’d like to remove the white bar but keep the Social Follow icons. Could you please set the font color for those to white, just in case we decide to set it for Both icon and text.
* Sponsor logos – We are struggling a bit with how to handle sponsor logos. The Image Group widget with four graphic isn’t ideal. So, unless the event only has one sponsor, the Code widget seems like the only answer. If you have any additional suggestions, we would love to hear them.
* Alt tags – Does MailChimp allow for alt tags?
* Columns Font needs to change from 16px to 14px.
* What is the full width of the email newsletter? 600px?? And what are the max widths for the 2 column half split and 1/3 & 2/3 splits. Without constraining those images, it will blow out the column.
* When you edit an image in Content Studio, are you only editing the version in that newsletter or are you permanently resizing the image??
* What are the page settings??
* What are mobile styles??

**Developments Newsletter Template**

* Template format – Would it be very time consuming to recreate this template in the 1:2:1 layout? If it is, don’t worry about it.
* View this email in your browser – Please make right aligned.
* Blue bar at top – The height should be the same as INCC.
* Blue bar at top – CCD Logo content should be vertically center aligned in the teal bar & Issue|Date should be added at the new font size 12px noted above.
* Header graphic – This header graphic may already be the taller size based on the original header proposed at the beginning of this project but please verify that and ensure that it matches the size of the INCC header.
* Social share icons – This icon should remain outlined black & white.
* Upper & Lower Body Text – The font size should be the same as INCC’s new 14px.
* Buttons – These should also be standardized with INCC.
* Section headers – We will use graphics for these. Is it possible for you to provide the font style and size for this?
* Footer – This should match the new format of the INCC footer.