

EMAIL SAFE SEND

Whether or not images display is driven entirely by the recipient's email program and specific settings. Many web mail and desktop mail programs will disable images by default for security. In general, email users also have the ability to set images to not display. And statistics have shown over the past several years that the number of email users with images disabled is only increasing.

So best practices advise making sure the campaign content/design is setup in a way that works with images enabled or disabled. It is also recommended to encourage recipients add the sender's sending domain (e.g., gailsdtp.com) as a safe sender. Some clients choose to include a line within their template (e.g. "Add us as a safe sender to make sure you receive our emails" or something like that and link it to specific instructions)

INSTRUCTIONS

Email Administrators and Corporate IT Departments

Add the following details to the safe sender and/or white list of your company's spam or email filter:

Domain: gailsdtp.com

IP address: 190.193.131.133

Individual Users and Recipients (safe sender list instructions)

Microsoft Outlook (2000 and later)

- From the Inbox, go to Tools > Options
- From the Preferences tab, under the Email heading, click the Junk E-mail button
- Click the Safe Senders tab
- Click the Add button
- Enter your sending domain (e.g. @gailsdtp.com) and click OK
- Click the OK button to close the dialog boxes

Microsoft Outlook Express (6.0 and later)

- Go to Tools > Address Book
- Go to File > New Contact
- Enter the from email address (e.g. john@gailsdtp.com) in the Email Addresses field and click Add
- Click OK

AOL (8.0 and later)

- Click Contacts from the left hand side of the page
- Click New and select New Contact
- Enter the from email address (e.g. john@gailsdtp.com) into the Email 1 field
- Click Create

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Windows Live Hotmail

- Click Options in the upper right of your screen
- Under the Junk E-Mail heading, click Safe and blocked senders
- Click Safe Senders
- Enter the from email address (e.g. john@gailsdtp.com) and click Add to List

Gmail

- Click Contacts from the left hand side of the page
- Click the New Contact button
- Enter the from email address (e.g. john@gailsdtp.com) into the Email field
- Click Save

Yahoo! Mail

- Click Options in the upper right of your screen, and select Mail Options
- Select Filters from the list, and click Create or edit filters
- Click the Add button
- Optionally enter a name (e.g. gailsgraphicdesigns) in the Filter Name field
- In the From header row, select ends with from the drop down menu
- Enter your sending domain (e.g. gailsdtp.com) in the field
- Under the Then heading, select Inbox from the drop down menu
- Click the Add Filter button

Entourage

- Go to File > New > Contact
- Enter the from email address (e.g. john@gailsdtp.com) in the Work E-mail field
- Close the dialog box, and save if prompted

MacMail

- Open the Address Book
- Go to File > New Card
- Enter the from email address (e.g. john@gailsdtp.com) in the Work E-mail field
- Close the dialog box

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Comcast

- Click Address Book
- Click Add Contact
- Under the General tab, in the box under the Email Address, enter the from email address (e.g. john@gailsdtp.com)
- Click the Add button
- NOTE: If you have enabled "Restrict Incoming Email," also do the following:
 - Go to Preferences
 - Select Restrict Incoming Email
 - Select Allow email from addresses listed below
 - Enter the from email address (e.g. john@gailsdtp.com)
 - Click the Add button

Earthlink

- Click Address Book
- Click Add Contact or Add button
- Enter the from email address (e.g. john@gailsdtp.com) into the Email Address field and click OK

SBC Global

- Click the Options link
- Under Management, click Filters
- Click Add
- In the "From header" rule, in the field to the right of contains, enter the from email address (e.g. john@gailsdtp.com)
- From the Move the message to pull-down list, choose Inbox
- Click the Add Filter button to save

Verizon.net

- Click Address Book
- Click Create Contact.
- Enter the from email address (e.g. john@gailsdtp.com) in the Email field
- Click Save