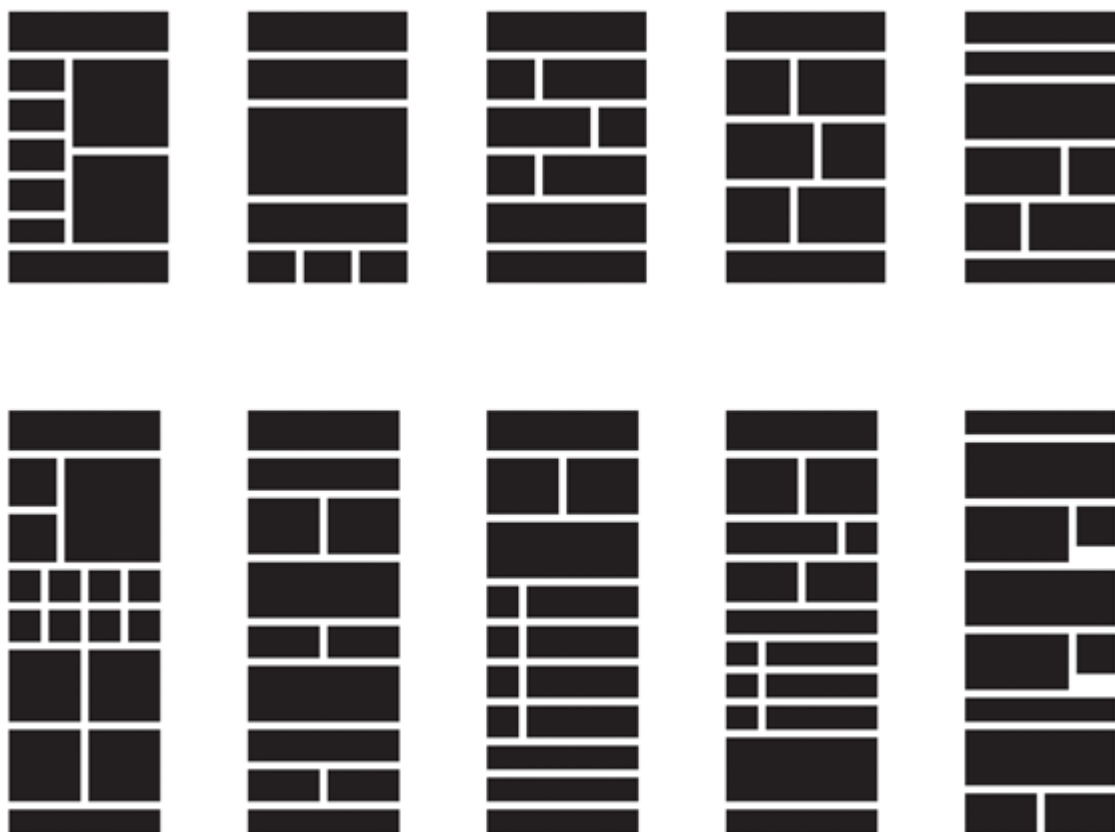# Guidelines for developing an HTML email campaign compatible with Outlook 2003+

- The only email clients that support responsiveness are iPhone iOS7/iPad and Apple Mail 6.5
- Outlook 2003-2007 blocks default image display
- Outlook 2007 does not display alt tags, instead replaces them with a security message
- Outlook 2003-2007 does not allow the CSS @font-face tag
- Outlook 2007+ does not allow text-overflow or text-shadow
- Outlook 2007+ does not support background images
- Outlook 2003+ does not support png files
- Outlook 2007+ does not support any positioning or display CSS elements, such as bottom, clear, clip, cursor, display, float, left, position, right, top, etc…
- Maximum width is 600px
- Unsubscribe link is required
- Popular layouts:

Helpful resources:
https://www.campaignmonitor.com/css/
https://www.campaignmonitor.com/guides/coding/guidelines/