HTML SET UP IN CTEXTRAS

Save the source folder from AdWatch onto your desktop. Move the HTML file into the Links folder. Rename the Links folder with eblast name (EXAMPLE: adams0409) -> Remove the PSD file and the Versions folder -> copy renamed folder onto CTextras into appropriate site folder. Go into original HTML file and double-check preheader and all “ALT” image names. Add correct link onto all image source (src=) files (I open any already existing HTML files in whichever site folder I’m using and copy the link before the image name and add the new folder name) EXAMPLE: [*https://ctextras.hearstdigitalnews.com/newstimes/2021eblasts/adams0409/imagename.jpg*](https://ctextras.hearstdigitalnews.com/newstimes/2021eblasts/adams0409/imagename.jpg)

Replace corrected HTML file with the one on CT Extras. Reply all on email and attach HTML file for testing.

A landing page is done the exact same way – just put into a different folder. The image link would become the click thru URL.

TO ADD A PIXEL

**Simpli.fi Javascript Site Retargeting Pixel**

EXAMPLE:

*<script async src='https://tag.simpli.fi/sifitag/f790e970-1871-0138-637e-06659b33d47c'></script>*

***PLACE IT HERE***

**</head>**

INSTRUCTIONS:

The pixel should be placed in its entirety, exactly as it is shown above, in the html of the site. We recommend this be placed within the global header or footer of the site, so we can gather a large pool of users who may come to your site and land on a page that is not the main page.

=================================================================

**SimpliFi Open Pixel** goes at the very bottom of the code, just before the closing body tag.

EXAMPLE:

*<img src='*[*https://tag.simpli.fi/sifitag/93fa8640-4151-0139-3be6-06abc14c0bc6.png*](https://urldefense.com/v3/__https%3A/tag.simpli.fi/sifitag/93fa8640-4151-0139-3be6-06abc14c0bc6.png__;!!Ivohdkk!1esVq1kXYCKIMOiBdb5rZrCnrlper0bpn5gBnd2nLxvftYvMpwCfM-oaVffcQbl9NDW2EejxGfM$)*' width="1" height="1">*

***PLACE IT HERE***

**</body>**

**</html>**

**MAKE SURE YOU HAVE THE CORRECT SINGLE OR DOUBLE QUOTES IN THE CORRECT POSITIONS AS SHOWN**

**Facebook Pixel:**

Copy-and-paste the pixel code into the header code of your website. That is, post it after the <head> tag but before the </head> tag. You need to paste it into every single page, or into your template if you’re using one.

***PLACE IT HERE***

**</head>**

EXAMPLE:

<!-- Facebook Pixel Code -->

<script>!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f.\_fbq)f.\_fbq=n;n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,document,'script',

'[https://connect.facebook.net/en\_US/fbevents.js'](https://connect.facebook.net/en_US/fbevents.js%27));fbq('init', '515728099278989');fbq('track', 'PageView');</script>

<noscript><img height="1" width="1"src="<https://www.facebook.com/tr?id=515728099278989&ev=PageView>&noscript=1"/></noscript>

<!-- End Facebook Pixel Code -->

TROUBLESHOOT:

If an image is missing – double-check that all the **src=** files have a **https://** link in front of them and they are all complete. When you have the HTML file open in DreamWeaver you can remove the **s** from **https** so the images will appear. Just remember to change it back!

I often go into current or old HTML files to copy/paste whatever I need – an image – live type – a preheader, etc.



TO PERSONALIZE AN EMAIL WITH LIVE TYPE:

There are two HTML files in the Responsive/Info folder on CT Extras:

PersonalizeCodeSiteImpact.html

PersonalizeCodeLeadMe.html

Just copy/paste what you need into your HTML file

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HTML TEMPLATES:

There are two HTML files in the Responsive/Info folder on CT Extras:

LiveType-DESK-CELL.html For Live Type emails to view desktop or cell

TEMPLATE-2021.html For NonLive Type emails to view desktop or cell

HTML GOOGLE FONT CODES:

If you need to have a special font in the eblast. *I have not used this yet.*

LEAD ME:

<link href="[https://fonts.googleapis.com/css2?family=Roboto&display=swap](https://urldefense.com/v3/__https%3A/fonts.googleapis.com/css2?family=Roboto&display=swap__;!!Ivohdkk!y3LjqmhetS0t71evSFL4BN66wxmYfvPM-itaog4XXGC9KuzWnA2UvIyFS2TTch-jR-1v-o9nROA$)" rel="stylesheet">

OTHERS:

<style>@**import** url('https://**fonts**.googleapis.com/css2?**family**=Roboto:wght@100&display=swap');</style>

***PLACE IT HERE***

**</head>**