**General Instructions**

* Open the HTML file in an HTML editor, such as Brackets or Notepad++.
* Remove any content that is not applicable to your savings program.
* Replace any and all instances of “INSERTURL” with the savings site URL you want that part of the email to link to when clicked.
  + Tip: Most HTML editors have a search function. (On a Windows device, CTRL+F usually brings up the search box.) To edit the HTML more quickly and easily, search for any terms you’d like to replace.
  + If direct hotel links are included, a hotel ID parameter will already be appended (e.g. INSERTURL?hotel\_id=12345678).
* Replace any and all instances of [PROGRAM NAME] with the name of your savings program.
* For the disclaimer section (located near the bottom of the HTML):
  + Replace “ADD YOUR OWN DISCLAIMER CONTENT HERE” with any and all necessary disclaimer information not already provided.
  + Replace “UNSUBSCRIBEURL” with the URL of the web page where a person can unsubscribe from these emails.
* Copy/paste or upload your revised HTML to your Email Service Provider (ESP) for sending.

**NOTE:**

It is strongly advised that you **check the links before sending out the email** to ensure they accurately point to the desired webpages. If you have any questions or concerns about where to point the links in the HTML, please contact your Client Success Manager for assistance.

**Subject Line for Email:** Up to 50% Off Deals Inside 👉

**Preheader for Email:** Get the deals members loved most in 2025