

Email Marketing
WORKING WITH IMAGES



Managing images with NewZapp

This guide is for anyone using the NewZapp Fixed editor as opposed to the Drag and Drop editor.

The Image Manager is where images are uploaded and stored in your NewZapp account for use in your email campaigns.

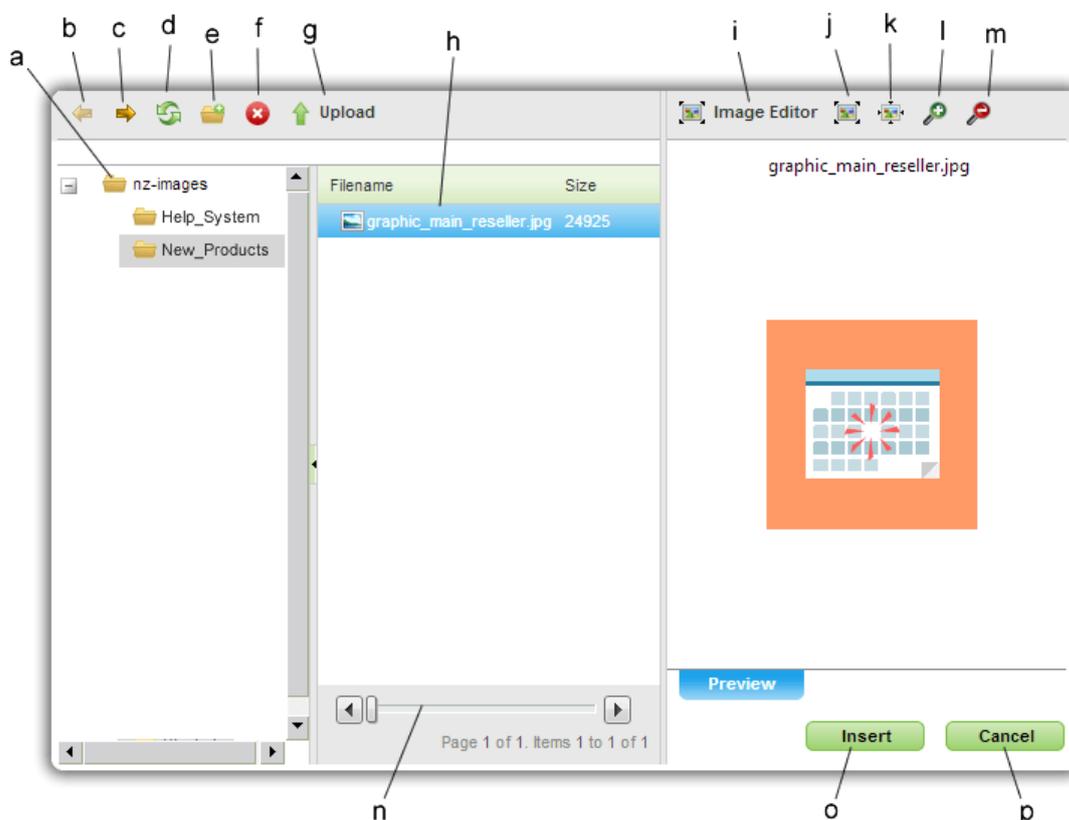
- You can add the following file types: *.gif, *.jpg.
- The file size limit is set to 350KB maximum.
- There is no pixel size limit, and once in your account an image can be resized, saved under a new filename, cropped, rotated and flipped.

Uploading an Image

In the Create & Send tab, click on the 'Manage Images' button on the Tools menu bar.

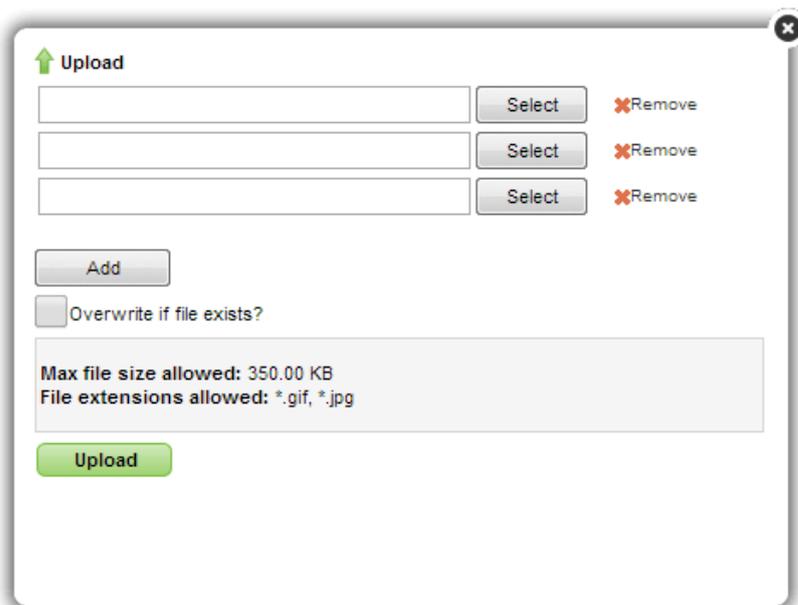
NB: Pop ups must be enabled in your browser.

The following screen will display:



The key for the above is as follows:

- a. **Folder tree** - Displays all folders currently active in your account. To add a file to a particular folder click on it in this view before clicking on the upload button.
- b. **Back** - Takes you one view back on the pop up.
- c. **Forward** - Takes you one view forward on the pop up.
- d. **Refresh** - Refreshes the view on the pop up.
- e. **Create new folder** - Adds a new file to the Folder tree.
- f. **Delete** - Deletes the selected file from your account.
- g. **Upload** - Adds new images to your account. A secondary pop up window will ask for the location of the image on your computer. Click the 'Select' button, browse for the file (click the 'Add' button if you're adding more than 3 images) and then click Upload to add them to your account. To close the pop-up, click on the cross icon, top right corner.



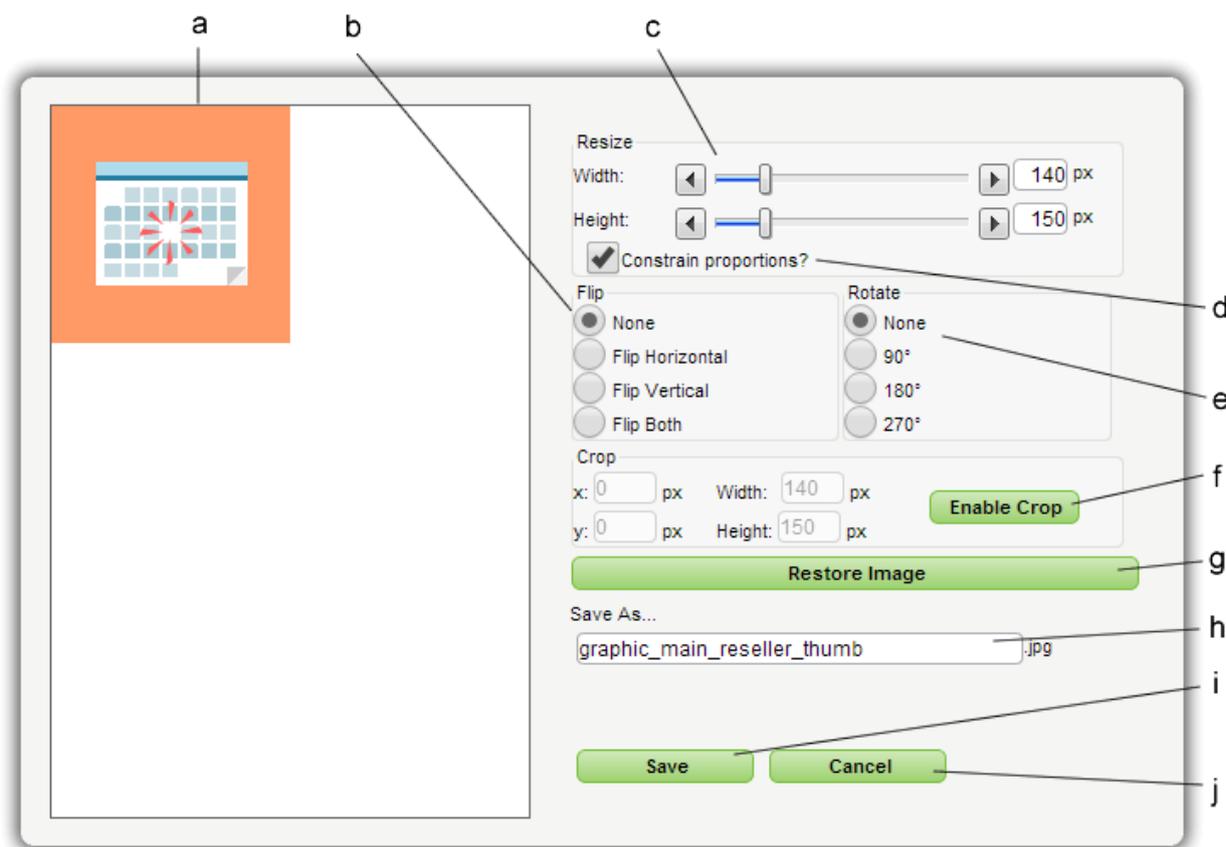
- h. **Folder contents panel** - Displays all the image file names currently active in your account, according to which folder you have clicked on the Folder Tree.
- i. **Image Editor** - Resize, crop and edit images currently active in your account (see 'Editing an Image' below).
- j. **Best fit** - Provides a preview of the selected image within the confines of the pop-up viewing area (this is the default viewing size when you open this pop-up view) .
- k. **Actual size** - Provides a preview of the selected image at its actual size.
- l. **Zoom in** - Zoom in on the image selected.

- m. **Zoom out** - Zoom out of the image selected.
- n. **Folder contents panel scroll bar** – for access to images currently active in your account.
- o. **Insert** - Adds the selected image to your email (see Adding an Image below).
- p. **Cancel** - Closes the image manager pop up.

Editing an Image

In the Create & Send tab, click on the 'Manage Images' button on the Tools menu bar and select an image that you have uploaded. **NB:** Pop ups must be enabled in your browser.

Click on the 'Image Editor' button and the following pop-up screen will display:



The key for the above is as follows:

- a. **Preview window** – Previews the image that you are editing, and reflects in real time any re-sizing actions. (These changes won't though be saved until you click the 'Save' button).
- b. **Flip** - Change the orientation of the selected image using one of 3 choices.

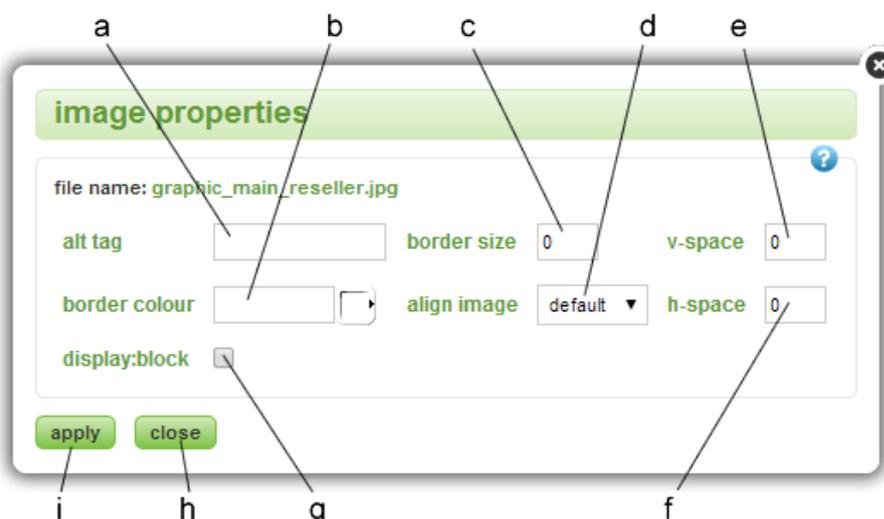
- c. **Resize** - Adjust the width and/or height of the selected image. You can either use the slider bars, arrow keys or enter the pixel size directly into the boxes. If the 'Constrain Proportions' option is ticked the other value will be calculated automatically.
- d. **Constrain proportions** - When ticked the image will retain its proportions automatically when you individually adjust either the width or height. This helps avoid image distortion.
- e. **Rotate** - Rotate the selected image on its axis from one of 3 degree choices.
- f. **Enable Crop** - Once this button is clicked, crop tools are available. X and Y positions for the cropping position can be entered and/or the desired pixel width and height after cropping. You can also drag and drop the cropping position with your mouse in the Preview area.
- g. **Restore Image** - Undo all pending changes made to a selected image.
- h. **Save As** - Renames the file you have edited, enabling you to keep the original on file and to avoid caching issues on your machine. The default naming convention adds _thumb to your original image name but you can edit this manually. **NB:** Spaces are not permitted in the filename .
- i. **Save** - Saves the new image in the same folder as the original under its new filename.
- j. **Cancel** - Closes the image editor pop up window without saving your changes.

Adding an Image to an email & setting image properties

In the Create & Send open an email and click into the editable area where you would like an image to appear. Click on the 'Manage Images' button on the Tools menu bar and select an image that you have uploaded.

NB: Pop ups must be enabled in your browser.

The following screen will display:



The key for the above is as follows:

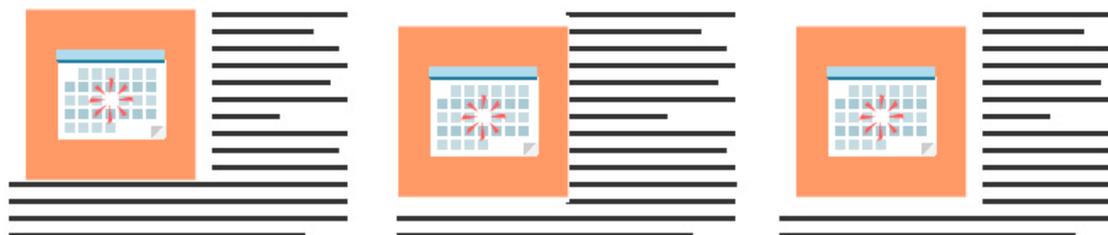
- a. **Alt tag** - Adds alternative text to the image. Should the image not be displayed when your email is first opened, the "alt tag" will be able to describe what's missing.
- b. **Border colour*** - Add a border (or frame) colour to the selected image. You can either enter the hex value into the first box or select a palette colour with the second. You'll then need to set...
- c. **Border size*** - Defines the width in pixels of the image border.
- d. **Align Image** - Adjusts the alignment of an image which is accompanying text. Text will wrap around the image. For example:



Image aligned left of text

Image aligned right of text

- e. **v-space** - Adds vertical (top and bottom edges) spacing to a selected image.
- f. **h-space** - Adds horizontal (left and right edges) spacing to a selected image - also referred to as padding. For example:



h-space applied to an Image aligned left of text

v-space applied to an Image aligned left of text

v-space & h-space applied to an Image aligned left of text

- g. **display:block** - Helps render the images correctly in email readers such as Gmail.
- h. **Close** - Closes the image properties pop up without adding the image to the email.
- i. **Apply** - Closes the image properties pop up and adds the image to the email.

**NB: Outlook 2007-13 and Yahoo! Mail do not display image borders, and Lotus Notes displays all borders as Black*

For more information on getting the most from your NewZapp account, visit our [Knowledge Base](#) or contact us on support@newzapp.co.uk.