

Roche Template Documentation





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Revision Tracker

<i>Date</i>	<i>Version</i>	<i>Description</i>	<i>Author</i>
<i>9/26/2017</i>	1.0	Document Created	Alison Ma
<i>10/26/2017</i>	1.1	Added image dimensions within module descriptions	Alison Ma



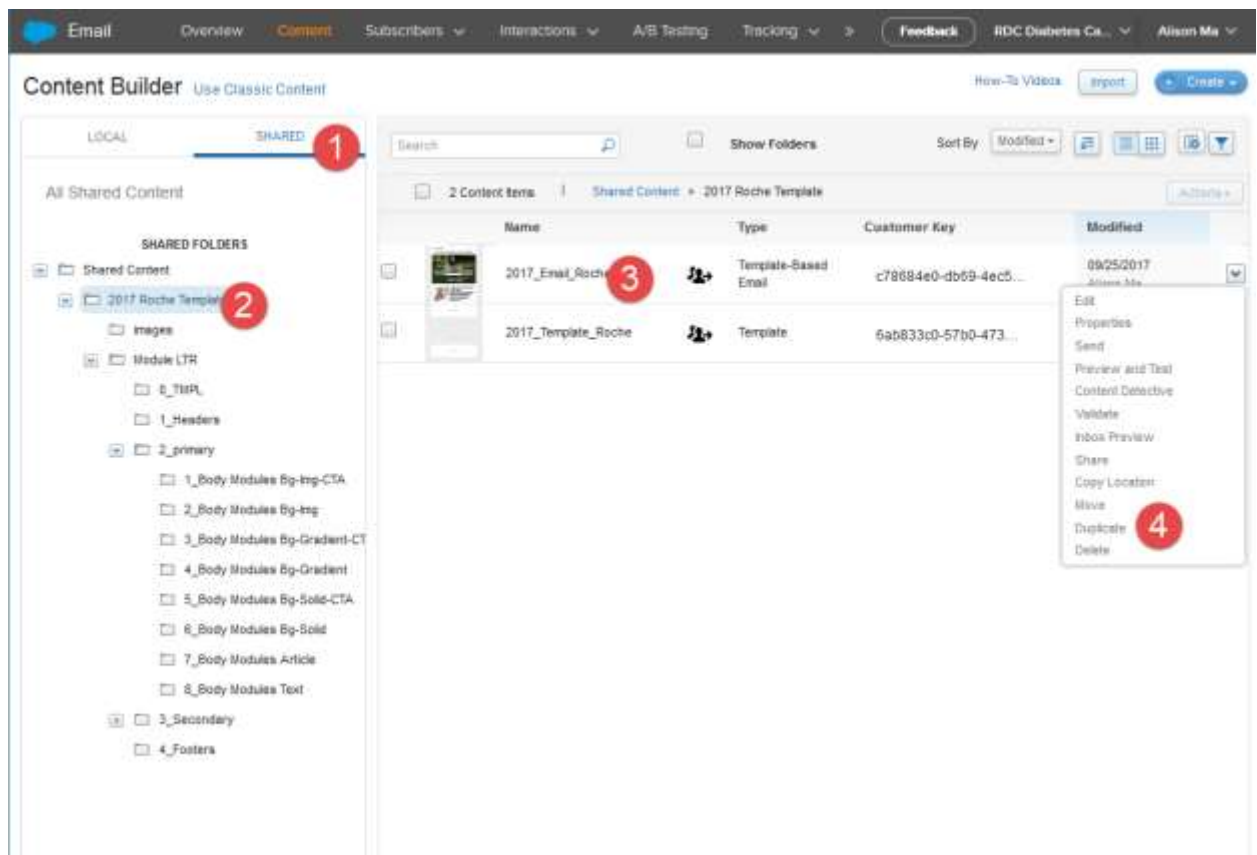
Overview

A Content Builder template solution has been developed to provide the client with a modular solution to building emails. A series of standard Content Block modules are available to drag and drop into the email interface and edit as necessary, allowing for a quick and easy way to build emails. The template is shared across all business units, allowing each business unit to access the template and build localized emails.

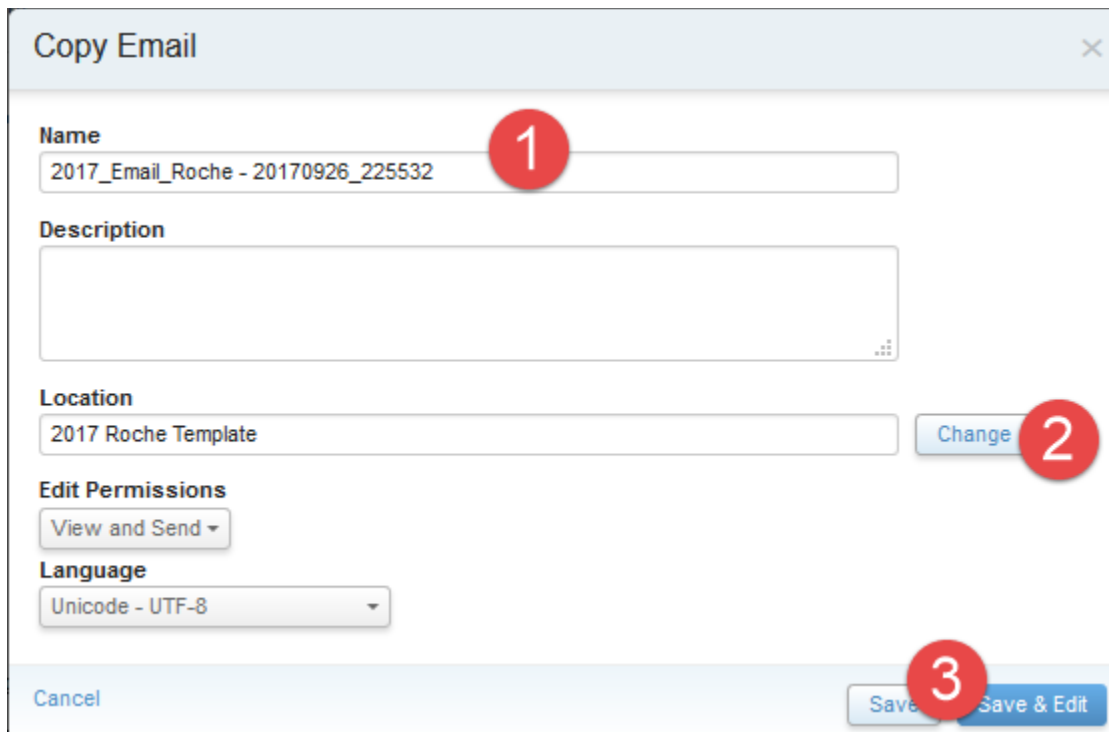
Business Unit	Shared across all business units
Template location	Content Builder > SHARED > Shared Content > 2017 Roche Template > 2017_Template_Roche
Sample email location	Content Builder > SHARED > Shared Content > 2017 Roche Template > 2017_Email_Roche
Sample Images	Content Builder > SHARED > Shared Content > 2017 Roche Template > Images
Modules	Left to right: Content Builder > SHARED > Shared Content > 2017 Roche Template > Modules LTR Right to left (same modules as LTR but coded for right to left languages) Content Builder > SHARED > Shared Content > 2017 Roche Template > Modules RTL

Creating a Template Based Email

1. Navigate to the Sample Email Location, Content Builder > SHARED > Shared Content > 2017 Roche Template > 2017_Email_Roche. Click the pulldown menu to the right of the email and click “Duplicate”



2. Name your email, select the folder you want to save to, and click on “Save & Edit”



Copy Email [X]

Name
2017_Email_Roche - 20170926_225532

Description
[Empty text area]

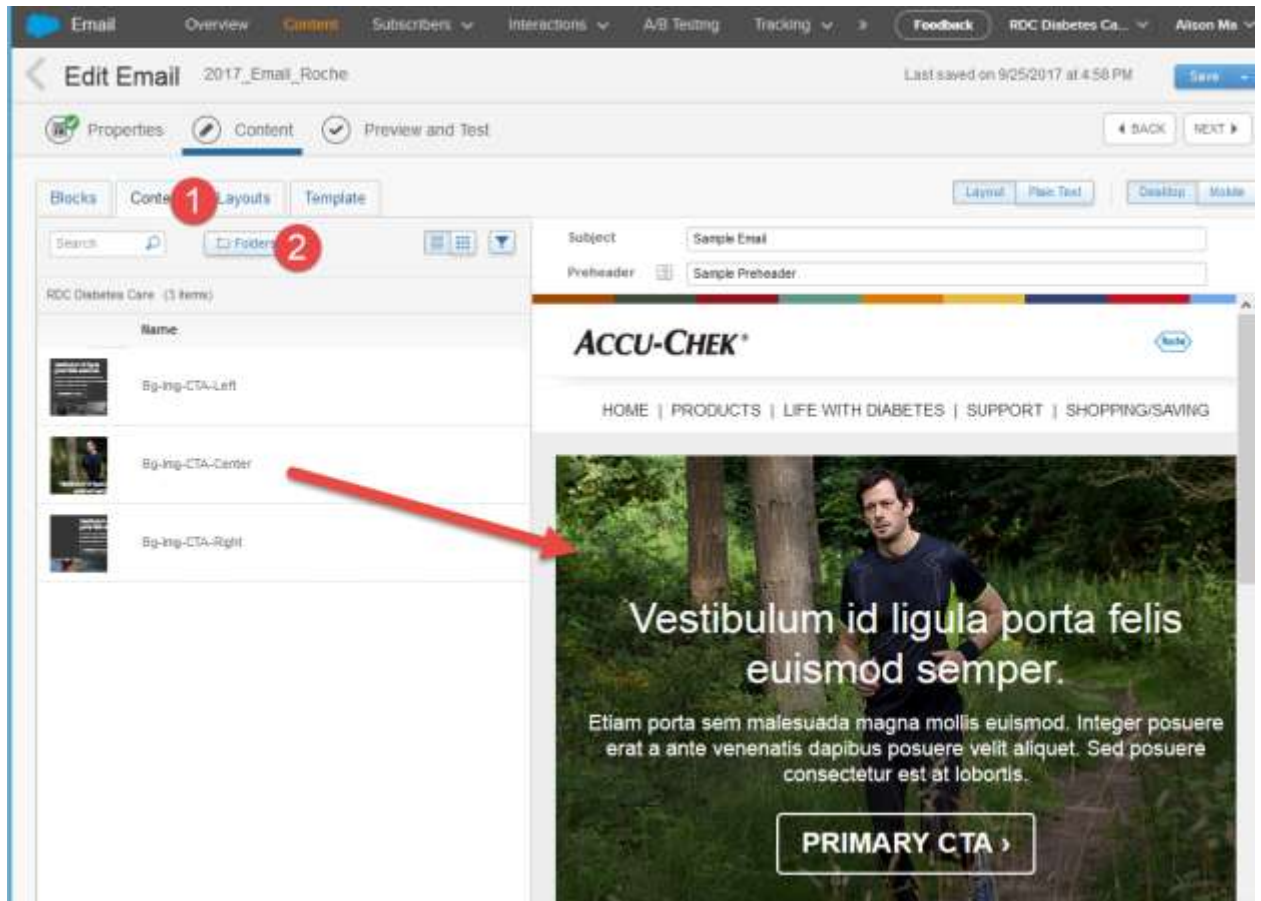
Location
2017 Roche Template [Change]

Edit Permissions
View and Send

Language
Unicode - UTF-8

Cancel [Save] [Save & Edit]

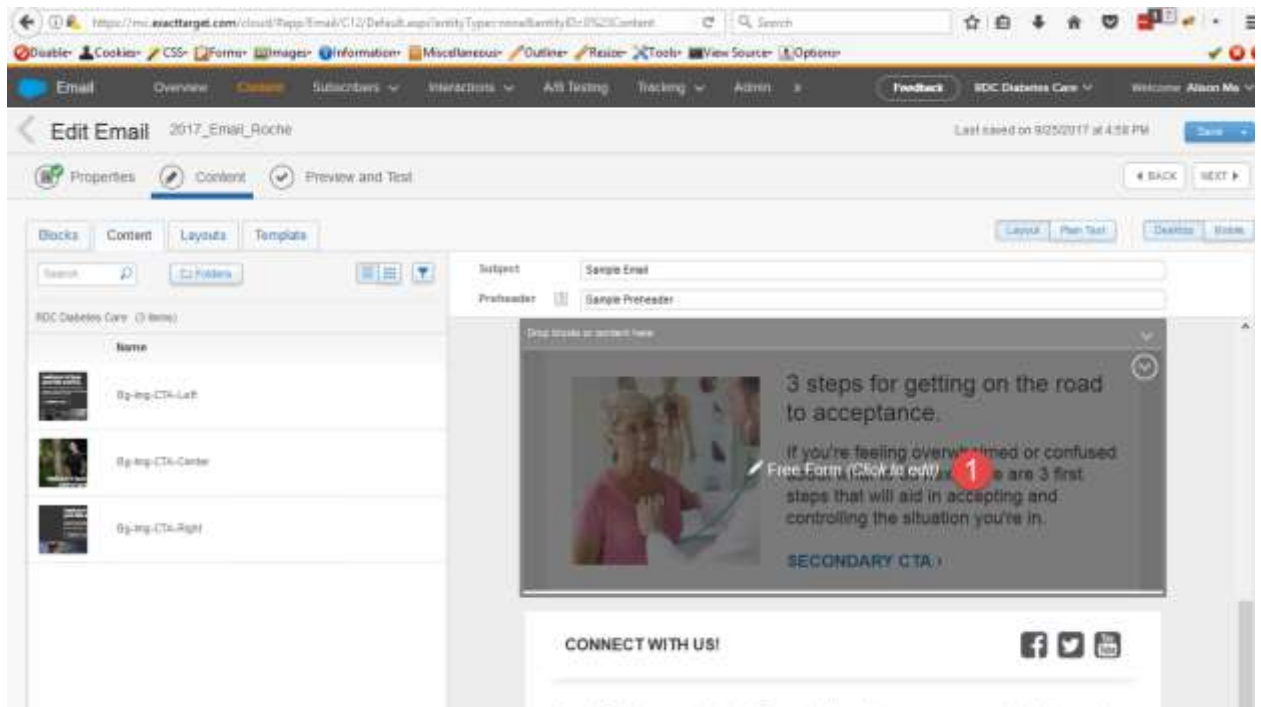
3. Go to the content tab and navigate to the folder that contains the content block you want to use. Drag and drop it into the email



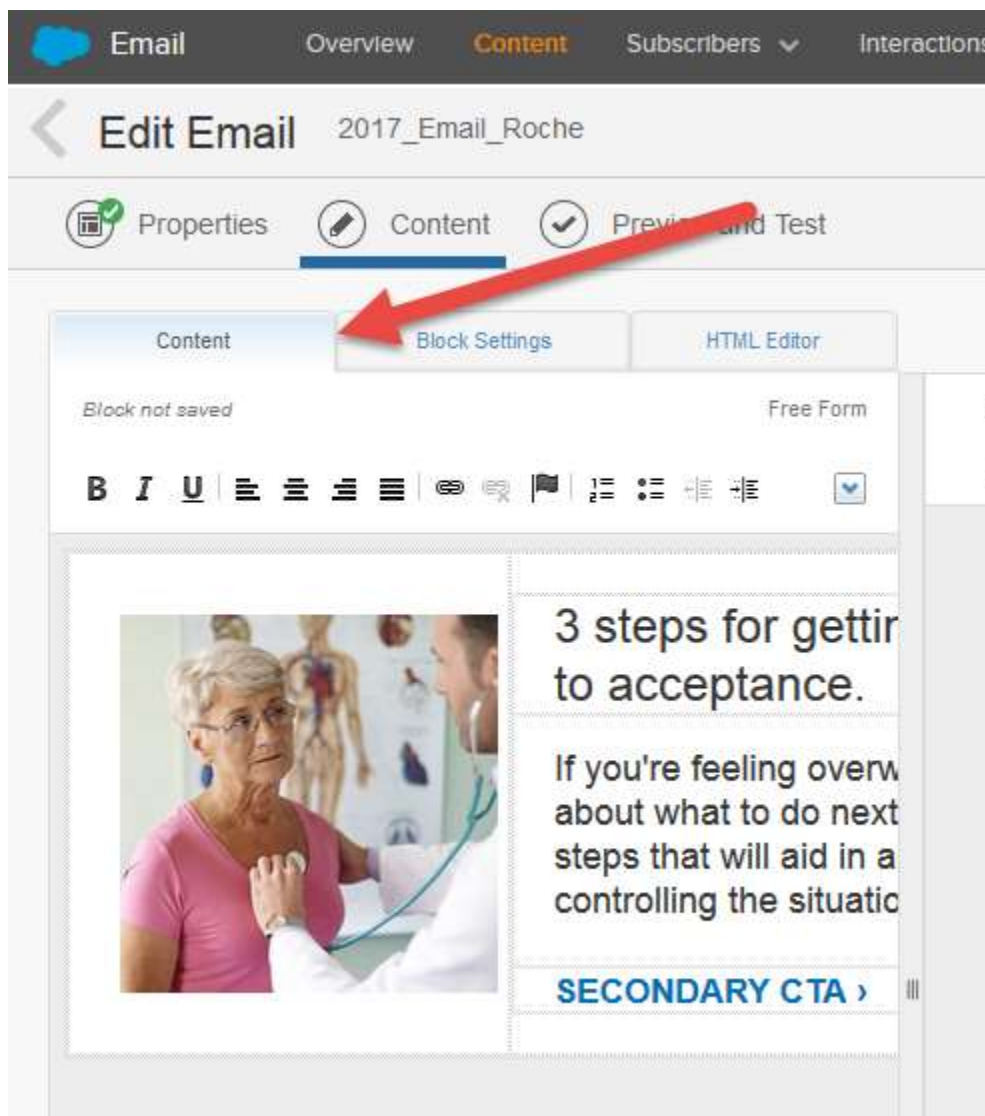
Continue dragging and dropping content blocks as you want to until you have the layout you want for your email. You can now begin editing your content blocks with your content.

Simple WYSIWIG Content Block Updates

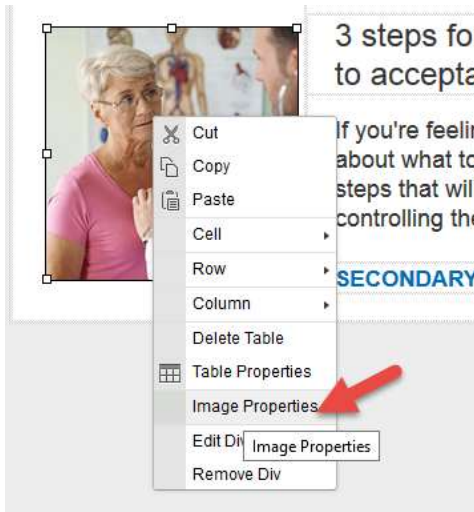
1. To edit a content block with the WYSIWIG, click on the content block where it says Free Form (Click to edit)



2. You are now able to edit using the WYSIWIG editor. NOTE that user with HTML experience can edit the HTML directly using the HTML Editor.

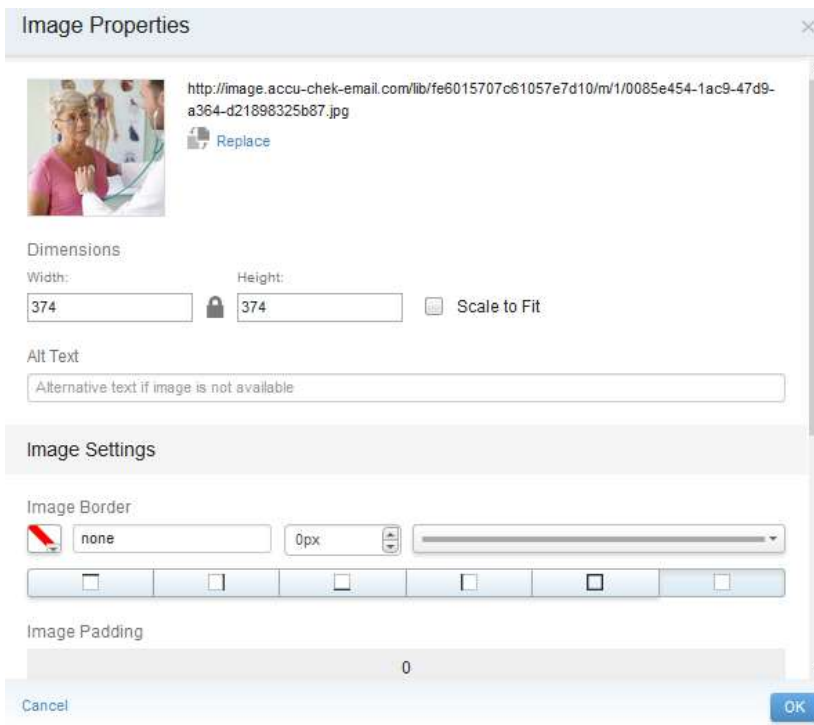


3. To edit an image, right click on the image, and click Image Properties

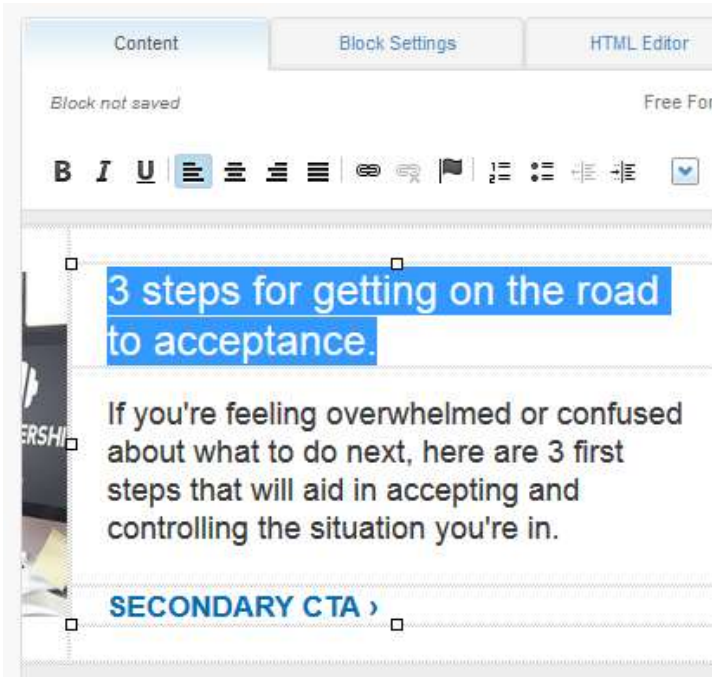


Click on “Replace” to change the image to another image you have uploaded to the Content Builder.

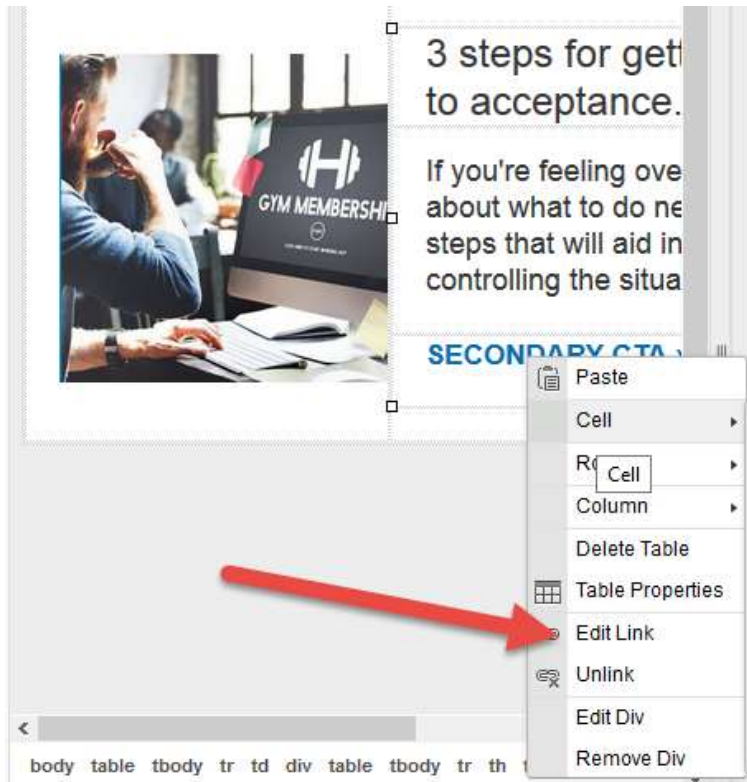
Change the width to the width of the image defined for each module (see descriptions for each module below or “Scale to Fit” if indicated in the module descriptions below) and click OK



4. To edit text, it is a good practice to highlight the whole text in the WYSIWIG editor, and paste your text. The WYSIWIG editor will paste formatted text from application such as Microsoft Word, so it is also a good practice to paste your text into an application like notepad to strip the formatting, and then paste it into the WYSIWIG.



- To edit a CTA link, right click the link, and click on “Edit Link”.



Modules

Modules are located in the folders:

Content Builder > SHARED > Shared Content > 2017 Roche Template > Modules LTR

Content Builder > SHARED > Shared Content > 2017 Roche Template > Modules RTL

NOTE: Advanced module will require HTML/CSS knowledge. For any modules labelled “Simple Update”, see general instructions on how to update modules. For advanced HTML modules, individual instructions are provided in the module descriptions.

Root Folder	Sub Folder	Module Name	Content Block Type	Advanced
0_TMPL		Divider	HTML	Y
1_Headers		Header Module Left-Right	Free Form	N
		Header Module Logo-Center	Free Form	N
		Header Module Navigation	Free Form	N



2_primary	1_Body Modules Bg-Img-CTA	Bg-Img-CTA-Left	HTML	Y
		Bg-Img-CTA-Right	HTML	Y
		Bg-Img-CTA-Center	HTML	Y
	2_Body Modules Bg-Img	Bg-Img-Center	HTML	Y
		Bg-Img-Left	HTML	Y
		Bg-Img-Center	HTML	Y
	3_Body Modules Bg-Gradient-CTA	Bg-Gradient-CTA-Left	Free Form	Y
		Bg-Gradient-CTA-Right	Free Form	Y
		Bg-Gradient-CTA-Center	Free Form	Y
	4_Body Modules Bg-Gradient	Bg-Gradient-Left	Free Form	Y
		Bg-Gradient-Right	Free Form	Y
		Bg-Gradient-Center	Free Form	Y
	5_Body Modules Bg-Solid-CTA	Bg-Solid-CTA-Center	Free Form	N
		Bg-Solid-CTA-Left	Free Form	N
		Bg-Solid-CTA-Right	Free Form	N
	6_Body Modules Bg-Solid	Bg-Solid-Center	Free Form	N
		Bg-Solid- Left	Free Form	N
		Bg-Solid- Right	Free Form	N
	7_Body Modules Article	Primary-Img-Btm	Free Form	Y
		Primary-Right	Free Form	N
		Primary-Img-Mid	Free Form	N
		Primary-Img-Top	Free Form	N
		Primary-Left	Free Form	N
	8_Body Modules Text	Primary-Center	Free Form	N
		Primary-CTA-Left	Free Form	N
		Primary-CTA-Center	Free Form	N
		Primary-Left	Free Form	N
3_Secondary	1_Body Modules Article	Secondary-Left	Free Form	N
		Secondary-Right	Free Form	N
		Secondary-Thirds-Right	Free Form	N
		Secondary-2col-Pad	Free Form	N
		Secondary-Thirds-Left	Free Form	N
		Secondary-3col-Pad	Free Form	N
		Secondary-2col	Free Form	N
		Secondary-3col	Free Form	N

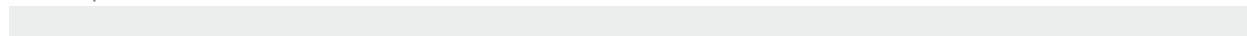


	2_Body Modules Text	Primary-CTA-Center	Free Form	N
		Secondary-Center	Free Form	N
		Secondary-Left	Free Form	N
		Primary-CTA-Left	Free Form	N
	3_Images	Image-Padding-3col	Free Form	N
		Image-Padding	Free Form	N
		Image	Free Form	N
		Image-Padding-4col	Free Form	N
		Image-Padding-2col	Free Form	N
	4_div	Div-Section	Free Form	N
		Bottom-Navigation	Free Form	N
		Div-Thin	Free Form	N
		Div-Category	Free Form	N
4_Footers		Footer Modules Social	Free Form	N
		Footer Modules Legal	Free Form	N

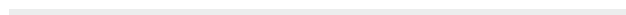
Divider

Description: 20px divider to separate modules (5px mobile)

Desktop:



Mobile:



Usage: Drag and drop divider module when space is needed between modules

Header Module Left-Right

Description: Header module with ACCU-CHECK logo on left and Roche logo on right.

Desktop:

ACCU-CHEK®



Mobile:

ACCU-CHEK®



Usage: Simple update

Header Module Logo-Center

Description: Header module with ACCU-CHECK logo on center.

Desktop:

ACCU-CHEK®

Mobile:

ACCU-CHEK®

Usage: Simple WYSIWIG update



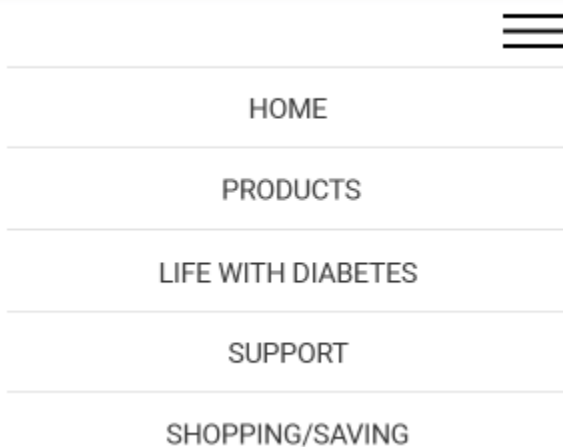
Header Module Navigation

Description: Navigation Module

Desktop:

HOME | PRODUCTS | LIFE WITH DIABETES | SUPPORT | SHOPPING/SAVING

Mobile:



Usage: Because of the hamburger menu in mobile, knowledge of HTML is recommended to make changes to this module. There is both a desktop section and a mobile section that need updating as highlighted below:

```
<!-- Header/Module/Navigation --><table class="sfmc_container" width="600" cellspacing="0" cellpadding="0" align="center">
  <tr>
    <td>
      </td></tr><tr>
    <td class="mobileHide" style="padding-top:10px;padding-bottom:10px;text-align:center;font-family:Roboto,Arial,Helvetica,sans-serif;font-size:14px;color:#363636;">
      <a alias="NAV-HOME" href="#" style="text-decoration:none;color:#363636;" target="_blank">HOME</a>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a alias="NAV-PRODUCTS" href="#" style="text-decoration:none;color:#363636;" target="_blank">PRODUCTS</a>&nbsp;&nbsp;&nbsp;|&nbsp;&nbsp;&nbsp;<a alias="NAV-LIFE" href="#" style="text-decoration:none;color:#363636;" target="_blank">LIFE WITH DIABETES</a>&nbsp;&nbsp;&nbsp;|&nbsp;&nbsp;&nbsp;<a alias="NAV-SUPPORT" href="#" style="text-decoration:none;color:#363636;" target="_blank">SUPPORT</a>&nbsp;&nbsp;&nbsp;|&nbsp;&nbsp;&nbsp;<a alias="NAV-SHOPPING" href="#" style="text-decoration:none;color:#363636;" target="_blank">SHOPPING/SAVING</a></td></tr><tr>
    <td>
      <!--[if !mso]><!-- --><div class="mobileShow" style="display:none;max-height:0;overflow:hidden">
        <table width="100%" cellspacing="0" cellpadding="0">
```




Image dimensions: 600x395px

Mobile:



Image dimensions: Crops desktop image from left to right



Usage: Complex HTML.

1. Cut background image to exact dimensions (width 600px, height dependent on your copy/design)
2. On mobile, the desktop version will be cropped from the left and right so the center portion of the image will display in mobile. Bear this in mind when designing your image
3. Upload your image to Content Builder and copy the image path
4. Drag the module onto your email and update the following code

```
BLUE - insert URL path to image
GREEN - insert height of background image
YELLOW - insert title, text and CTA information

<!-- module 1 -->
<style>
.mobileBG_mod1 {
  background-position:center top;
}
@media only screen and (max-width: 480px) {
.mobileBG_mod1 {
  background-position:center top;
  background-size:auto 582px !important;
  height:582px;
}
}
</style>
<table class="sfmc_container" dir="ltr" width="600" cellpadding="0" cellspacing="0"
background-color="#000000" align="center"><tr><td class="mobileBG_mod1"
style="background-size:600px 395px" valign="bottom" height="395" bgcolor="#000000"
background="http://image.accu-chek-email.com/lib/fe6015707c61057e7d10/m/1/06e37998-
c154-4ab9-bbb7-57fc028eb573.jpg">
<!--[if (gte mso 9)|(IE)]>
<v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width:600px;height:395px;">
<v:fill type="tile" src="http://image.accu-chek-
email.com/lib/fe6015707c61057e7d10/m/1/06e37998-c154-4ab9-bbb7-57fc028eb573.jpg"
color="#e7e6e3" />
<v:textbox insert="0,0,0,0"><![endif]-->
<div align="center">
<table class="sfmc_container" width="600" cellpadding="0" cellspacing="0"
align="center"><tr><td valign="bottom" height="395">
<table class="sfmc_container" dir="ltr" width="600" cellpadding="0"
cellpadding="0" align="center">
<tr><td style="padding-left:20px;padding-right:20px;text-align:center;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
Vestibulum id ligula porta felis euismod semper.
</td>
</tr>
<tr><td style="padding-top:14px;padding-bottom:22px;padding-left:20px;padding-
right:20px;text-align:center;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:18px;color:#ffffff;">
Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante
venenatis dapibus posuere velit aliquet. Sed posuere consectetur est at lobortis.
</td>
</tr>
</table>
</div>
</td>
</tr>
</table>
```



```
<tr><td style="padding-bottom:36px;padding-left:20px;padding-right:20px;text-align:center;">
  <!-- CTA -->
  <div align="center">
    <table class="sfmc_container" cellspacing="0" cellpadding="0"
align="center"><tr><td style="text-align:center;padding-left:20px;padding-right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-family:Roboto,Arial,Helvetica,sans-serif;border: 2px solid #ffffff;border-radius:5px;">
      <a href="#" target="_blank" style="color:#ffffff;display:block;font-weight:bold;text-decoration:none;">PRIMARY CTA </a>
    </td></tr></table>
  </div>
  <!-- end CTA -->
</td>
</tr>
</table>
</td></tr></table>
</div> <!--[if (gte mso 9)|(IE)]>
      </v:textbox>
      </v:rect>
    <![endif]-->
</td>
</tr>
</table>
<!-- end module 1 -->
```

Bg-Img-CTA-Left

Description: Background image, text left with CTA

Desktop:



Image dimensions: 600x300px

Mobile:





Image dimensions: crops desktop image from the left

Usage: Complex HTML.

1. Cut background image to exact dimensions (width 600px, height dependent on your copy/design)
2. On mobile, the desktop version will be cropped from the left so bear this in mind when designing your image
3. Upload your image to Content Builder and copy the image path
4. Drag the module onto your email and update the following code

```
BLUE - insert URL path to image
GREEN - insert height of background image
YELLOW - insert title, text and CTA information

<!-- module 2 -->
<style>
  .mobileBG_mod2 {
    background-position:center top;
  }
  @media only screen and (max-width: 480px) {
    .mobileBG_mod2 {
      background-color:#363636;
      background-position:right bottom !important;
      background-size:600px 300px !important;
      height:auto;
      padding-bottom:300px;
      background-repeat:no-repeat;
    }
  }
</style>
<table class="sfmc_container" dir="ltr" width="600" cellpadding="0"
cellpadding="0" bgcolor="#000000" align="center"><tr><td class="mobileBG_mod2 pl20
pr20" style="background-size:600px 300px" valign="bottom" height="300"
bgcolor="#000000" background="http://image.accu-check-
email.com/lib/fe6015707c61057e7d10/m/1/b5ddb314-d2bd-41da-8c74-7c4d8dd6607b.jpg">
  <!--[if (gte mso 9)|(IE)]>
    <v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width:600px;height:300px">
      <v:fill type="tile" src="http://image.accu-check-
email.com/lib/fe6015707c61057e7d10/m/1/b5ddb314-d2bd-41da-8c74-7c4d8dd6607b.jpg"
color="#e7e6e3" />
    <v:textbox insert="0,0,0,0"><![endif]-->
  <div align="center">
    <table class="sfmc_container" width="600" cellpadding="0" align="center"><tr>
      <td class="mobileHide" style="font-size:0;line-height:0" width="20"></td>
      <td width="400" valign="bottom" height="300">
        <table class="sfmc_container" dir="ltr" width="400" cellpadding="0"
cellpadding="0">
          <tr><td class="contentCenter" style="padding-top:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
            Vestibulum id ligula porta felis euismod.
```



```
</td>
</tr>
<tr><td class="contentCenter" style="padding-top:14px;padding-bottom:22px;text-align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-size:18px;color:#ffffff;">
  Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.
</td>
</tr>
<tr><td class="contentCenter" style="padding-bottom:36px;text-align:left;">
  <!-- CTA -->
  <table class="sfmc_container" cellspacing="0" cellpadding="0"><tr><td style="text-align:center;padding-left:20px;padding-right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-family:Roboto,Arial,Helvetica,sans-serif;border: 2px solid #ffffff;border-radius:5px;">
    <a href="#" target="_blank" style="color:#ffffff;display:block;font-weight:bold;text-decoration:none;">PRIMARY CTA </a>
  </td></tr></table>
  <!-- end CTA -->
</td>
</tr>
</table>
</td>
<td class="mobileHide" style="font-size:0;line-height:0" width="20"></td>
</tr></table>
</div> <!--[if (gte mso 9)|(IE)]>
  </v:textbox>
  </v:rect>
<![endif]-->

</td>
</tr>
</table>
<!-- end module 2 -->
```

Bg-Img-CTA-Right

Description: Background image, text right with CTA

Desktop:



Image dimensions: 600x300px

Mobile:





Image dimensions: crops desktop image from the right

Usage: Complex HTML.

1. Cut background image to exact dimensions (width 600px, height dependent on your copy/design)
2. On mobile, the desktop version will be cropped from the right so bear this in mind when designing your image
3. Upload your image to Content Builder and copy the image path
4. Drag the module onto your email and update the following code

```
BLUE - insert URL path to image
GREEN - insert height of background image
YELLOW - insert title, text and CTA information

<!-- module 3 -->
<style>
.mobileBG_mod3 {
    background-position:center top;
}
@media only screen and (max-width: 480px) {
.mobileBG_mod3 {
    background-color:#363636;
    background-position:left bottom;
    background-size:600px 300px !important;
    height:auto;
    padding-bottom:300px;
    background-repeat:no-repeat;
}
}
</style>
<table class="sfmc_container" dir="ltr" width="600" cellspacing="0"
cellpadding="0" bgcolor="#000000" align="center"><tr><td class="mobileBG_mod3 p120
pr20" style="background-size:600px 300px" valign="bottom" height="300"
bgcolor="#000000" background="http://image.accu-chek-
email.com/lib/fe6015707c61057e7d10/m/1/3db41c51-5253-4ad9-90be-1b47ab849e1f.jpg">
<!-- [if (gte mso 9)|(IE)]>
    <v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width:600px;height:300px;">
    <v:fill type="tile" src="http://image.accu-chek-
email.com/lib/fe6015707c61057e7d10/m/1/3db41c51-5253-4ad9-90be-1b47ab849e1f.jpg"
color="#e7e6e3" />
    <v:textbox insert="0,0,0,0"><![endif]-->
    <div align="center">
        <table class="sfmc_container" width="600" cellspacing="0" cellpadding="0"
align="center"><tr><td class="mobileHide" width="200"></td><td width="380"
valign="bottom" height="300">
        <table class="sfmc_container" dir="ltr" width="380" cellspacing="0"
cellpadding="0" align="right">
        <tr><td class="contentCenter" style="padding-top:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
        Vestibulum id ligula porta felis euismod.
        </td>
        </tr>
    </div>
</tr>
</table>
</td>
</tr>
</table>
```



```
<tr><td class="contentCenter" style="padding-top:14px;padding-bottom:22px;text-align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-size:18px;color:#ffffff;">
  Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante
  venenatis dapibus posuere velit aliquet.
</td>
</tr>
<tr><td class="contentCenter" style="padding-bottom:36px;text-align:left;">
  <!-- CTA -->
  <table class="sfmc_container" cellspacing="0" cellpadding="0"><tr><td
  style="text-align:center;padding-left:20px;padding-right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-family:Roboto,Arial,Helvetica,sans-serif;border: 2px solid #ffffff;border-radius:5px;">
    <a href="#" target="blank" style="color:#ffffff;display:block;font-weight:bold;text-decoration:none;">PRIMARY CTA </a>
  </td></tr></table>
  <!-- end CTA -->
</td>
</tr>
</table>
</td>

<td class="mobileHide" style="font-size:0;line-height:0" width="20"></td>
</tr></table>
</div> <!--[if (gte mso 9)|(IE)]>
  </v:textbox>
</v:rect>
<![endif]-->

</td>
</tr>
</table>
<!-- end module 3 -->
```

Bg-Img-Center

Description: Background image with text center, no CTA

Desktop:



Image dimensions: 600x395px

Mobile:





Image dimensions: crops desktop image from the left and right

Usage: Complex HTML.

1. Cut background image to exact dimensions (width 600px, height dependent on your copy/design)
2. On mobile, the desktop version will be cropped from the left and right so the center portion of the image will display in mobile. Bear this in mind when designing your image
3. Upload your image to Content Builder and copy the image path
4. Drag the module onto your email and update the following code

```
BLUE - insert URL path to image
GREEN - insert height of background image
YELLOW - insert title, text and CTA information

<!-- module 1.2 -->
<style>
  .mobileBG_mod1 {
    background-position:center top;
  }
  @media only screen and (max-width: 480px) {
    .mobileBG_mod1 {
      background-position:center top;
      background-size:auto 582px !important;
      height:582px;
    }
  }
</style>
<table class="sfmc_container" dir="ltr" width="600" cellpadding="0"
cellpadding="0" bgcolor="#000000" align="center"><tr><td class="mobileBG_mod1"
style="background-size:600px 395px" valign="bottom" height="395" bgcolor="#000000"
background="http://image.accu-chek-email.com/lib/fe6015707c61057e7d10/m/1/06e37998-
c154-4ab9-bbb7-57fc028eb573.jpg">
  <!--[if (gte mso 9)|(IE)]>
    <v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width:600px;height:395px;">
      <v:fill type="tile" src="http://image.accu-chek-
email.com/lib/fe6015707c61057e7d10/m/1/06e37998-c154-4ab9-bbb7-57fc028eb573.jpg"
color="#e7e6e3" />
    <v:textbox insert="0,0,0,0"><![endif]-->
    <div align="center">
      <table class="sfmc_container" width="600" cellpadding="0" cellspacing="0"
align="center"><tr><td valign="bottom" height="395">
        <table class="sfmc_container" dir="ltr" width="600" cellpadding="0"
cellpadding="0" align="center">
          <tr><td style="padding-left:20px;padding-right:20px;text-align:center;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
            Vestibulum id ligula porta felis euismod semper.
          </td>
        </tr>
        <tr><td style="padding-top:14px;padding-bottom:22px;padding-left:20px;padding-
right:20px;text-align:center;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:18px;color:#ffffff;">
            Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante
            venenatis dapibus posuere velit aliquet. Sed posuere consectetur est at lobortis.
        </td>
        </tr>
      </table>
    </div>
  </td>
</tr>
</table>
```



```
</td>
</tr>
</table>
</td></tr></table>
</div> <!--[if (gte mso 9)|(IE)]>
        <v:textbox>
        </v:rect>
        <![endif]-->

</td>
</tr>
</table>
<!-- end module 1.2 -->
```

Bg-Img-Right

Description: Background image with text right, no CTA

Desktop:



Image dimensions: 600x300px

Mobile:

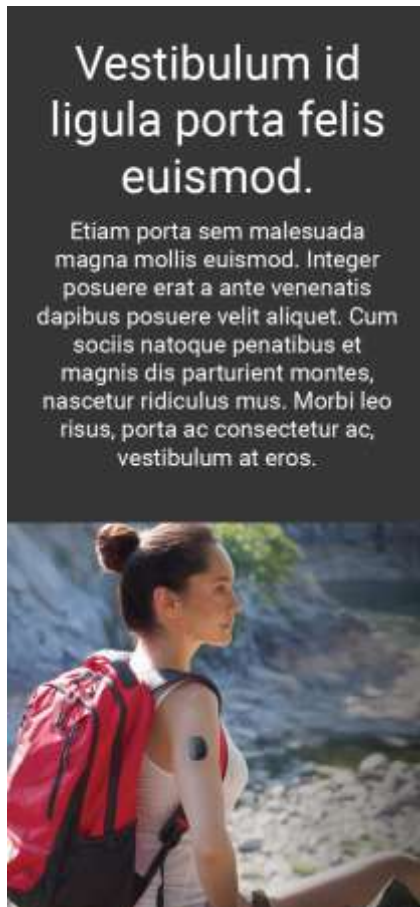


Image dimensions: crops desktop image from the right

Usage: Complex HTML.

1. Cut background image to exact dimensions (width 600px, height dependent on your copy/design)
2. On mobile, the desktop version will be cropped from the right so bear this in mind when designing your image
3. Upload your image to Content Builder and copy the image path
4. Drag the module onto your email and update the following code

```

BLUE - insert URL path to image
GREEN - insert height of background image
YELLOW - insert title, text and CTA information

<!-- module 3.2 -->
<style>
.mobileBG_mod3 {
    background-position:center top;
}
@media only screen and (max-width: 480px) {
.mobileBG_mod3 {
    background-color:#363636;
    background-position:left bottom;
    background-size:600px 300px !important;
    height:auto;
    padding-bottom:300px;
    background-repeat:no-repeat;
}
}
</style>
<table class="sfmc_container" dir="ltr" width="600" cellspacing="0"
cellpadding="0" bgcolor="#000000" align="center"><tr><td class="mobileBG_mod3 p120
pr20" style="background-size:600px 300px" valign="bottom" height="300"
bgcolor="#000000" background="http://image.accu-chek-
email.com/lib/fe6015707c61057e7d10/m/1/3db41c51-5253-4ad9-90be-1b47ab849e1f.jpg">
<!-- [if (gte mso 9)|(IE)]>
    <v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width:600px;height:300px;">
    <v:fill type="tile" src="http://image.accu-chek-
email.com/lib/fe6015707c61057e7d10/m/1/3db41c51-5253-4ad9-90be-1b47ab849e1f.jpg"
color="#e7e6e3" />
    <v:textbox insert="0,0,0,0"><![endif]-->
    <div align="center">
        <table class="sfmc_container" width="600" cellspacing="0" cellpadding="0"
align="center"><tr><td class="mobileHide" width="200"></td><td width="380"
valign="bottom" height="300">
            <table class="sfmc_container" dir="ltr" width="380" cellspacing="0"
cellpadding="0" align="right">
                <tr><td class="contentCenter" style="padding-top:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
                    Vestibulum id ligula porta felis euismod.
                </td>
            </tr>
        </table>
    </div>
</table>

```



```
<tr><td class="contentCenter" style="padding-top:14px;padding-bottom:22px;text-align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-size:18px;color:#ffffff;">
  Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante
  venenatis dapibus posuere velit aliquet.
</td>
</tr>
</table>
</td>

<td class="mobileHide" style="font-size:0;line-height:0" width="20"></td>
</tr></table>
</div> <!--[if (gte mso 9)|(IE)]>
      </v:textbox>
      </v:rect>
    <![endif]-->

</td>
</tr>
</table>
<!-- end module 3.2 -->
```

Bg-Img-Left

Description: Background image with text left, no CTA

Desktop:



Image dimensions: 600x300px

Mobile:





Image dimensions: crops desktop image from the left

Usage: Complex HTML.

1. Cut background image to exact dimensions (width 600px, height dependent on your copy/design)
2. On mobile, the desktop version will be cropped from the left so bear this in mind when designing your image
3. Upload your image to Content Builder and copy the image path
4. Drag the module onto your email and update the following code

```
BLUE - insert URL path to image
GREEN - insert height of background image
YELLOW - insert title, text and CTA information

<!-- module 2.2 -->
<style>
  .mobileBG_mod2 {
    background-position:center top;
  }
  @media only screen and (max-width: 480px) {
    .mobileBG_mod2 {
      background-color:#363636;
      background-position:right bottom !important;
      background-size:600px 300px !important;
      height:auto;
      padding-bottom:300px;
      background-repeat:no-repeat;
    }
  }
</style>
<table class="sfmc_container" dir="ltr" width="600" cellspacing="0"
cellpadding="0" bgcolor="#000000" align="center"><tr><td class="mobileBG_mod2 pl20
pr20" style="background-size:600px 300px" valign="bottom" height="300"
bgcolor="#000000" background="http://image.accu-check-
email.com/lib/fe6015707c61057e7d10/m/1/b5dbb314-d2bd-41da-8c74-7c4d8dd6607b.jpg">
  <!--[if (gte mso 9)|(IE)]>
    <v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width:600px;height:300px">
      <v:fill type="tile" src="http://image.accu-check-
email.com/lib/fe6015707c61057e7d10/m/1/b5dbb314-d2bd-41da-8c74-7c4d8dd6607b.jpg"
color="#e7e6e3" />
      <v:textbox insert="0,0,0,0"><![endif]-->
    <div align="center">
      <table class="sfmc_container" width="600" cellspacing="0" cellpadding="0"
align="center"><tr>
        <td class="mobileHide" style="font-size:0;line-height:0" width="20"></td>
        <td width="400" valign="bottom" height="300">
<table class="sfmc_container" dir="ltr" width="400" cellspacing="0"
cellpadding="0">
  <tr><td class="contentCenter" style="padding-top:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
  Vestibulum id ligula porta felis euismod.
</td>
</tr>
</table>
</div>
</td>
</tr>
</table>
```



```
</tr>
<tr><td class="contentCenter" style="padding-top:14px;padding-bottom:22px;text-
align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:18px;color:#ffffff;">
  Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante
  venenatis dapibus posuere velit aliquet.
</td>
</tr>
</table>
</td>
<td class="mobileHide" style="font-size:0;line-height:0" width="20"></td>
</tr></table>
</div> <!--[if (gte mso 9)|(IE)]>
    </v:textbox>
    </v:rect>
    <![endif]-->
</td>
</tr>
</table>
<!-- end module 2.2 -->
```

Bg-Gradient-CTA-Left

Description: Gradient background, text and CTA left, image right

Desktop:



Image dimensions: 180px wide

Scale to Fit: Uncheck

Mobile:





Image dimensions: Uses desktop image

1. For the title, text and CTA, edit content in the WYSIWIG as usual per the simple update guidelines
2. To change the gradient, edit the following section in the HTML with the top and bottom gradient colors. Email clients that do not render CSS gradients, will default to the top color.

```
BLUE - top gradient color
GREEN - bottom gradient color

<!-- module 5 --><table class="sfmc_container" dir="ltr" width="600"
cellspacing="0" cellpadding="0" align="center">

  <tr>
    <td style="-webkit-linear-gradient(#009fa5, #00465a);background: -o-linear-
gradient(#009fa5, #00465a);background: -moz-linear-gradient(#009fa5,
#00465a);background: linear-gradient(#009fa5, #00465a);" bgcolor="#009fa5">
      <div align="center">
        <table class="sfmc_container" width="600" cellspacing="0" cellpadding="0"
align="center">

          <tr>
            <th class="drop" style="font-size:0;line-height:0;" width="420" height="1">
            </th><th class="drop" rowspan="2" style="padding:20px;">
              <div align="center">
                </div></th></tr><tr>
              <th class="drop" style="font-weight:normal;padding:20px 0 20px 0;"
width="420" valign="middle">
                <table class="sfmc_container" dir="ltr" width="100%" cellspacing="0"
cellpadding="0">

                  <tr>
                    <td class="contentCenter" style="padding-left:20px;padding-
right:20px;text-align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:36px;color:#ffffff;line-height:normal;">
                      Vestibulum id ligula porta felis euismod.</td></tr><tr>
                    <td class="contentCenter" style="padding-top:14px;padding-
bottom:22px;padding-left:20px;padding-right:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:18px;color:#ffffff;">
                      Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a
ante venenatis dapibus posuere velit aliquet.</td></tr><tr>
                    <td class="contentCenter" style="padding-left:20px;padding-
right:20px;text-align:left;">
                      <!-- CTA --><table class="sfmc_container" cellspacing="0"
cellpadding="0">

                        <tr>
                          <td style="text-align:center;padding-left:20px;padding-
right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-
family:Roboto,Arial,Helvetica,sans-serif;border: 2px solid #ffffff;border-
radius:5px;">
                            <a href="#" style="color:#ffffff;display:block;font-
weight:bold;text-decoration:none;" target="_blank">PRIMARY CTA
```

```
&rsaquo;</a></td></tr></table><!-- end CTA --></td></tr></table></th></tr></table></div></td></tr></table><!-- end module 5 -->
```

Bg-Gradient-CTA-Right

Description: Gradient background, text and CTA right, image left

Desktop:



Image dimensions: 180px wide

Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image

Usage: Complex HTML

1. For the title, text and CTA, edit content in the WYSIWIG as usual per the simple update guidelines
2. To change the gradient, edit the following section in the HTML with the top and bottom gradient colors. Email clients that do not render CSS gradients, will default to the top color.

```

BLUE - top gradient color
GREEN - bottom gradient color

<!-- module 6 --><table class="sfmc_container" dir="ltr" width="600"
cellspacing="0" cellpadding="0" align="center">

  <tr>
    <td style="-webkit-linear-gradient( #009fa5, #00465a);background: -o-linear-
gradient( #009fa5, #00465a);background: -moz-linear-gradient( #009fa5,
#00465a);background: linear-gradient( #009fa5, #00465a);" bgcolor="#009fa5">
      <div align="center">
        <table class="sfmc_container" width="600" cellspacing="0" cellpadding="0"
align="center">

```



```
<tr>
  <th class="drop" style="padding:20px;">
    <div align="center">
      </div></th><th class="drop" style="font-
weight:normal;padding:20px 0 20px 0;" width="420" valign="middle">
  <table class="sfmc_container" dir="ltr" width="100%" cellpadding="0"
cellpadding="0">

    <tr>
      <td class="contentCenter" style="padding-left:20px;padding-
right:20px;text-align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:36px;color:#ffffff;line-height:normal;">
        Vestibulum id ligula porta felis euismod.</td></tr><tr>
      <td class="contentCenter" style="padding-top:14px;padding-
bottom:22px;padding-left:20px;padding-right:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:18px;color:#ffffff;">
        Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a
ante venenatis dapibus posuere velit aliquet.</td></tr><tr>
      <td class="contentCenter" style="padding-left:20px;padding-
right:20px;text-align:left;">
        <!-- CTA --><table class="sfmc_container" cellpadding="0"
cellpadding="0">

          <tr>
            <td style="text-align:center;padding-left:20px;padding-
right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-
family:Roboto,Arial,Helvetica,sans-serif;border: 2px solid #ffffff;border-
radius:5px;">
              <a href="#" style="color:#ffffff;display:block;font-
weight:bold;text-decoration:none;" target="_blank">PRIMARY CTA
&rsquo;</a></td></tr></table><!-- end CTA --
></td></tr></table></th></tr></table></div></td></tr></table><!-- end module 6 -->
```

Bg-Gradient-CTA-Center

Description: Gradient background, text, CTA and image center

Desktop:



Image dimensions: 180px wide
Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image



Usage: Complex HTML

1. For the title, text and CTA, edit content in the WYSIWIG as usual per the simple update guidelines
2. To change the gradient, edit the following section in the HTML with the top and bottom gradient colors. Email clients that do not render CSS gradients, will default to the top color.

```
BLUE - top gradient color
GREEN - bottom gradient color

<!-- module 4 --><table class="sfmc_container" dir="ltr" width="600"
cellspacing="0" cellpadding="0" align="center">

  <tr>
    <td style="-webkit-linear-gradient(#009fa5, #00465a);background: -o-linear-
gradient(#009fa5, #00465a);background: -moz-linear-gradient(#009fa5,
#00465a);background: linear-gradient(#009fa5, #00465a);" bgcolor="#009fa5">
      <div align="center">
        <table class="sfmc_container" dir="ltr" width="600" cellspacing="0"
cellpadding="0" align="center">

          <tr>
            <td style="padding:40px;">
              <div align="center">
                </div></td></tr><tr>
              <td style="padding-left:20px;padding-right:20px;text-align:center;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
                Vestibulum id ligula porta felis euismod semper.</td></tr><tr>
              <td style="padding-top:14px;padding-bottom:22px;padding-left:20px;padding-
right:20px;text-align:center;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:18px;color:#ffffff;">
                Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a
ante venenatis dapibus posuere velit aliquet. Sed posuere consectetur est at
lobortis.</td></tr><tr>
              <td style="padding-bottom:36px;padding-left:20px;padding-right:20px;text-
align:center;">
                <!-- CTA --><div align="center">
                  <table class="sfmc_container" cellspacing="0" cellpadding="0"
align="center">

                    <tr>
                      <td style="text-align:center;padding-left:20px;padding-
right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-
family:Roboto,Arial,Helvetica,sans-serif;border: 2px solid #ffffff;border-
radius:5px;">
                        <a href="#" style="color:#ffffff;display:block;font-weight:bold;text-
decoration:none;" target="_blank">PRIMARY CTA
                        &rsquo;</a></td></tr></table></div><!-- end CTA --
                ></td></tr></table></div></td></tr></table><!-- end module 4 -->
```

Bg-Gradient-Left

Description: Gradient background, text left, image right

Desktop:



Image dimensions: 180px wide

Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image



Usage: Complex HTML

1. For the title, text and CTA, edit content in the WYSIWIG as usual per the simple update guidelines
2. To change the gradient, edit the following section in the HTML with the top and bottom gradient colors. Email clients that do not render CSS gradients, will default to the top color.

```
BLUE - top gradient color
GREEN - bottom gradient color

<!-- module 5.2 --><table class="sfmc_container" dir="ltr" width="600"
cellspacing="0" cellpadding="0" align="center">

  <tr>
    <td style="-webkit-linear-gradient(#009fa5, #00465a);background: -o-linear-
gradient(#009fa5, #00465a);background: -moz-linear-gradient(#009fa5,
#00465a);background: linear-gradient(#009fa5, #00465a);" bgcolor="#009fa5">
      <div align="center">
        <table class="sfmc_container" width="600" cellspacing="0" cellpadding="0"
align="center">

          <tr>
            <th class="drop" style="font-size:0;line-height:0;" width="420" height="1">
            </th><th class="drop" rowspan="2" style="padding:20px;">
              <div align="center">
                </div></th></tr><tr>
              <th class="drop" style="font-weight:normal;padding:20px 0 20px 0;"
width="420" valign="middle">
                <table class="sfmc_container" dir="ltr" width="100%" cellspacing="0"
cellpadding="0">

                  <tr>
                    <td class="contentCenter" style="padding-left:20px;padding-
right:20px;text-align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:36px;color:#ffffff;line-height:normal;">
                      Vestibulum id ligula porta felis euismod.</td></tr><tr>
                    <td class="contentCenter" style="padding-top:14px;padding-
bottom:22px;padding-left:20px;padding-right:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:18px;color:#ffffff;">
                      Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a
ante venenatis dapibus posuere velit
aliquet.</td></tr></table></th></tr></table></div></td></tr></table><!-- end module
5.2 -->
```

Bg-Gradient-Right

Description: Gradient background, text right, image left

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

Mobile:





Image dimensions: Uses desktop image

Usage: Complex HTML

1. For the title, text and CTA, edit content in the WYSIWIG as usual per the simple update guidelines
2. To change the gradient, edit the following section in the HTML with the top and bottom gradient colors. Email clients that do not render CSS gradients, will default to the top color.

```
BLUE -- top gradient color
GREEN -- bottom gradient color

<!-- module 6.2 --><table class="sfmc_container" dir="ltr" width="600"
cellspacing="0" cellpadding="0" align="center">

  <tr>
    <td style="-webkit-linear-gradient(#009fa5, #00465a);background: -o-linear-
gradient(#009fa5, #00465a);background: -moz-linear-gradient(#009fa5,
#00465a);background: linear-gradient(#009fa5, #00465a);" bgcolor="#009fa5"> <div
align="center">
      <table class="sfmc_container" width="600" cellspacing="0" cellpadding="0"
align="center">

        <tr>
          <th class="drop" style="padding:20px;">
            <div align="center">
              </div></th><th class="drop" style="font-
weight:normal;padding:20px 0 20px 0;" width="420" valign="middle">
              <table class="sfmc_container" dir="ltr" width="100%" cellspacing="0"
cellpadding="0">

                <tr>
                  <td class="contentCenter" style="padding-left:20px;padding-
right:20px;text-align:left;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:36px;color:#ffffff;line-height:normal;">
                    Vestibulum id ligula porta felis euismod.</td></tr><tr>
                  <td class="contentCenter" style="padding-top:14px;padding-
bottom:22px;padding-left:20px;padding-right:20px;text-align:left;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:18px;color:#ffffff;">
                    Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a
ante venenatis dapibus posuere velit
aliquet.</td></tr></table></th></tr></table></div></td></tr></table><!-- end module
6.2 -->
```

Bg-Gradient-Center

Description: Gradient background, text and image center

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

Mobile:





Image dimensions: Uses desktop image

Usage: Complex HTML

1. For the title, text and CTA, edit content in the WYSIWIG as usual per the simple update guidelines
2. To change the gradient, edit the following section in the HTML with the top and bottom gradient colors. Email clients that do not render CSS gradients, will default to the top color.

```
BLUE -- top gradient color
GREEN -- bottom gradient color

<!-- module 4.2 --><table class="sfmc_container" dir="ltr" width="600"
cellspacing="0" cellpadding="0" align="center">

  <tr>
    <td style="-webkit-linear-gradient(#009fa5, #00465a);background: -o-linear-
gradient(#009fa5, #00465a);background: -moz-linear-gradient(#009fa5,
#00465a);background: linear-gradient(#009fa5, #00465a);" bgcolor="#009fa5">
      <div align="center">
        <table class="sfmc_container" dir="ltr" width="600" cellspacing="0"
cellpadding="0" align="center">

          <tr>
            <td style="padding:40px;">
              <div align="center">
                </div></td></tr><tr>
              <td style="padding-left:20px;padding-right:20px;text-align:center;font-
family:Roboto,Arial,Helvetica,sans-serif;font-size:36px;color:#ffffff;line-
height:normal;">
                Vestibulum id ligula porta felis euismod semper.</td></tr><tr>
              <td style="padding-top:14px;padding-bottom:22px;padding-left:20px;padding-
right:20px;text-align:center;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:18px;color:#ffffff;">
                Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a
ante venenatis dapibus posuere velit aliquet. Sed posuere consectetur est at
lobortis.</td></tr></table></div></td></tr></table><!-- end module 4.2 -->
```

Bg-Solid-CTA-Center

Description: Solid background, text, CTA and image center

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

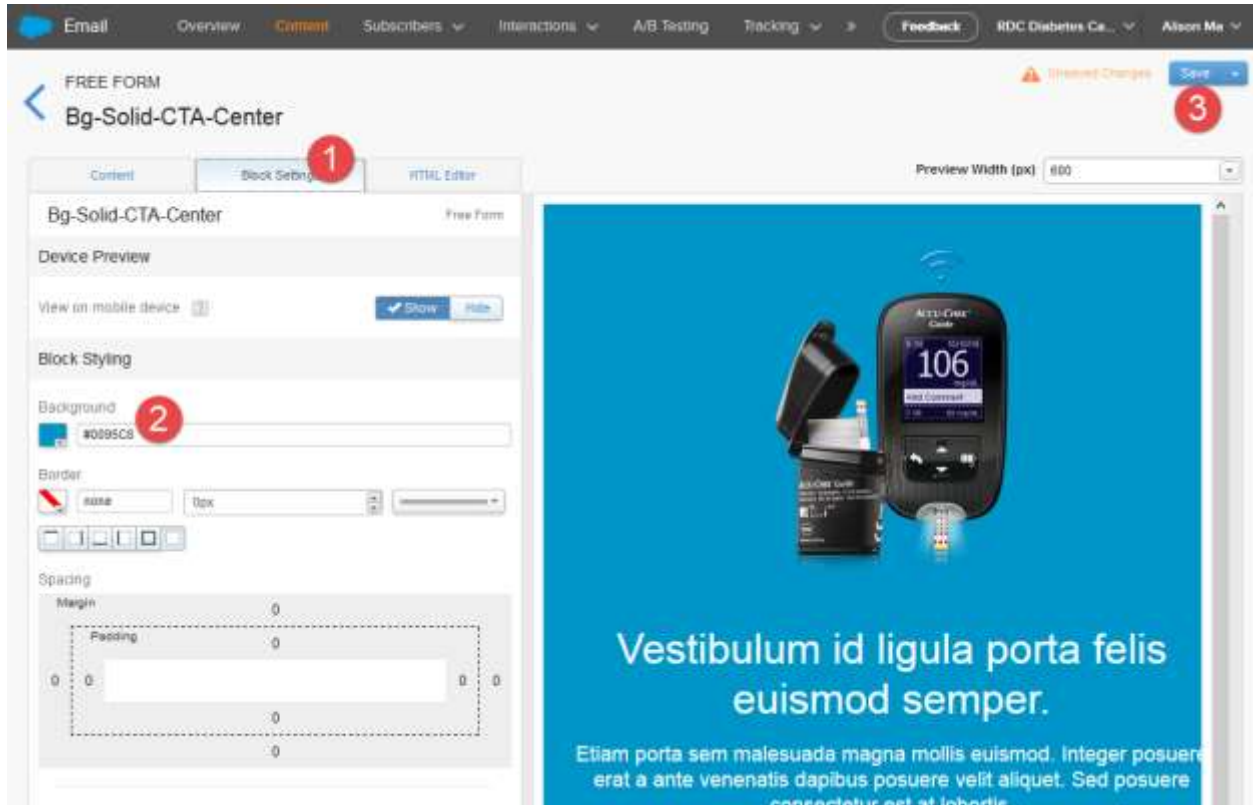
Mobile:



Image dimensions: Uses desktop image

Usage: Simple WYSIWIG update

NOTE: to change the background color, click on Block Settings, change the Background color and click Save.



Bg-Solid-CTA-Left

Description: Solid background, text and CTA left, image right

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image

Usage: Simple WYSIWIG update

NOTE: to change the background color, click on Block Settings, change the Background color and click Save.

Bg-Solid-CTA-Right

Description: Solid background, text and CTA right, image left

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image

Usage: Simple WYSIWIG update

NOTE: to change the background color, click on Block Settings, change the Background color and click Save.

Bg-Solid-Center

Description: Solid background, text and image center

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image

Usage: Simple WYSIWIG update

NOTE: to change the background color, click on Block Settings, change the Background color and click Save.

Bg-Solid- Left

Description: Solid background, text left, image right

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image

Usage: Simple WYSIWIG update

NOTE: to change the background color, click on Block Settings, change the Background color and click Save.

Bg-Solid- Right

Description: Solid background, text right, image left

Desktop:



Image dimensions: 180x180px

Scale to Fit: Uncheck

Mobile:



Image dimensions: Uses desktop image

Usage: Simple WYSIWIG update

NOTE: to change the background color, click on Block Settings, change the Background color and click Save.

Primary-Img-Btm

Description: Title on top, Background image with CTA.

Desktop:

Diabetes Care



Image dimensions: 560x300px

Mobile:

Diabetes Care



Image dimensions: Uses desktop image

Usage: Complex HTML

1. Upload your image to content builder
2. Update the following HTML:

```

BLUE - insert URL path to image
GREEN - insert height of background image
YELLOW - insert title and CTA information

<!-- module 12 -->
<style>
  .mobileBG_mod12 {
    background-position:center top;
  }
  @media only screen and (max-width: 480px) {
    .mobileBG_mod12 {
      background-position:center top;
      background-size:560px 300px !important;
      height:300px;
      background-repeat:no-repeat;
    }
  }
</style>
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class="sfmc_container" dir="ltr"><tr><td bgcolor="#ffffff">
  <div align="center">
    <table align="center" cellspacing="0" cellpadding="0" width="600"
class="sfmc_container" dir="ltr">

      <tr><td style="padding-top:20px;padding-left:20px;padding-
right:20px;text-align:center;font-family:Roboto,Arial,Helvetica,sans-serif;font-
size:36px;color:#363636;line-height:normal;">
        Diabetes Care
      </td>
    </tr>

    <tr><td style="padding:20px;">
<!-- [if !mso]><!-- -->
<div class="mobileShow" style="display:none;max-height:0;overflow:hidden;">
  <table align="center" cellspacing="0" cellpadding="0" width="100%" dir="ltr">
    <tr><td style="padding-bottom:20px;">
      <!-- CTA -->
      <div align="center">
        <table align="center" cellspacing="0" cellpadding="0"><tr><td
bgcolor="#006fb6" style="text-align:center;padding-left:20px;padding-
right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-
family:Roboto,Arial,Helvetica,sans-serif;border: 2px solid #ffffff;border-
radius:5px;">
          <a href="#" target="_blank"
style="color:#ffffff;display:block;font-weight:bold;text-decoration:none;">PRIMARY
CTA </a>
        </td></tr></table>
      </div>
      <!-- end CTA -->
    </td></tr>
    <tr><td></td></tr>

```



```
</table>
</div>
<![endif]-->

        <table align="center" cellspacing="0" cellpadding="0" width="560"
class="mobileHide" dir="ltr">
        <tr><td class="mobileBG_mod12 pl20 pr20" bgcolor="#000000"
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style="background-size:560px 300px" height="300">

        <!--[if (gte mso 9)|(IE)]>
                <v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width:520px;height:300px;">
                        <v:fill type="tile" src="http://image.accumark.com/lib/fe6015707c61057e7d10/m/1/c765fe4f-afe3-4c6f-abcb-0c2dcfda916c.jpg"
color="#e7e6e3" />
                        <v:textbox insert="0,0,0,0"><![endif]-->

                <div align="center">
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width="560" class="sfmc_container" dir="ltr">
                                <tr><td
class="contentCenter" style="padding-bottom:36px;text-align:left;">
                                        <!-- CTA -->
                                        <div align="center">
                                                <table
cellspacing="0" cellpadding="0" class="sfmc_container"><tr><td style="text-align:center;padding-left:20px;padding-right:20px;padding-top:10px;padding-bottom:10px;font-size:24px;font-family:Roboto,Arial,Helvetica,sans-serif;border:2px solid #ffffff;border-radius:5px;">
                                                        <a href="#"
target="blank" style="color:#ffffff;display:block;font-weight:bold;text-decoration:none;">PRIMARY CTA </a>
                                                </td></tr></table>
                                        </div>
                                        <!-- end CTA -->
                                                </td>
                                </tr>
                        </table>
                </div>
        </td>
        </tr>
</table>

<!--[if (gte mso 9)|(IE)]>
                <v:textbox>
                </v:rect>
                <![endif]-->

</td>
</tr>
</table>

</td>
</tr>
</table>
</div>
</td>
</tr>
</table>
<!-- end module 12 -->
```

Primary-Right

Description: Image on the left, text and CTA on the right

Desktop:



Image dimensions: 290x415px

Scale to Fit: Check

Mobile:



Usage: Simple WYSIWIG update

Primary-Img-Mid

Description: Title on top, image in the middle, text and CTA at the bottom

Desktop:

Blood glucose meter accuracy



When you check your blood sugar, it's easy to assume that the meter will give you an accurate result. However, a meter's accuracy depends upon a lot of factors.

PRIMARY CTA >

Image dimensions: 560x300px

Scale to Fit: Check

Mobile:

Blood glucose meter accuracy



When you check your blood sugar,
it's easy to assume that the meter
will give you an accurate result.
However, a meter's accuracy
depends upon a lot of factors.

PRIMARY CTA >

Usage: Simple WYSIWIG update

Primary-Img-Top

Description: Image, text, and CTA centered

Desktop:



Learning from your blood glucose results

It's likely that your healthcare team has talked to you about the importance of checking your blood sugar. But many people don't realize just how much valuable information they can glean from the results of those checks.

PRIMARY CTA >

Image dimensions: 600x300px

Scale to Fit: Check

Mobile:



Learning from your blood glucose results

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PRIMARY CTA >

Usage: Simple WYSIWIG update

Primary-Left

Description: Text and CTA left, image right

Desktop:

Ready to win at losing?

People always seem to be talking about losing weight. Yet, as a country, we just keep getting bigger. So how can we align what we want to do with what we actually do? Here are a few tips that might help.

PRIMARY CTA ›



Image dimensions: 290x415px

Scale to Fit: Check

Mobile:

Ready to win at losing?

People always seem to be talking about losing weight. Yet, as a country, we just keep getting bigger. So how can we align what we want to do with what we actually do? Here are a few tips that might help.

PRIMARY CTA ›



Usage: Simple WYSIWIG update



Primary-Center

Description: Title and text centered, no CTA

Desktop:

Magic fad diets (and other ideas that don't work)

Fat isn't the bad guy—some fat in your diet is good. It helps you feel full longer, helps you digest and absorb vitamins, promotes a variety of body functions and can help temper blood glucose spikes after meals.³ Just don't go crazy with it.

Mobile:

Magic fad diets (and other ideas that don't work)

Fat isn't the bad guy—some fat in your diet is good. It helps you feel full longer, helps you digest and absorb vitamins, promotes a variety of body functions and can help temper blood glucose spikes after meals.³ Just don't go crazy with it.

Usage: Simple WYSIWIG update

Primary-CTA-Left

Description: Title, text and CTA left

Desktop:

Magic fad diets (and other ideas that don't work)

Fat isn't the bad guy—some fat in your diet is good. It helps you feel full longer, helps you digest and absorb vitamins, promotes a variety of body functions and can help temper blood glucose spikes after meals.³ Just don't go crazy with it.

PRIMARY CTA ›

Mobile:

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PRIMARY CTA ›

Usage: Simple WYSIWIG update

Primary-CTA-Center

Description: Title, text and CTA center

Desktop:

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PRIMARY CTA ›

Usage: Simple WYSIWIG update



Primary-Left

Description: Title and text left

Desktop:

Magic fad diets (and other ideas that don't work)

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Usage: Simple WYSIWIG update

Secondary-Left

Description: Title, text, secondary CTA left, image right

Desktop:

Meet Ben Rue, your new favorite country singer

"Since the age of 14, I've been living with type 1 diabetes," explains Ben. "Long nights on the road have become daily routine for me, so it's important to have something I can rely on."

[SECONDARY CTA >](#)



Image dimensions: 250x250px

Scale to Fit: Check

Mobile:

Meet Ben Rue, your new favorite country singer

"Since the age of 14, I've been living with type 1 diabetes," explains Ben. "Long nights on the road have become daily routine for me, so it's important to have something I can rely on."

[SECONDARY CTA >](#)



Usage: Simple WYSIWIG update

Secondary-Right

Description: Title, text, secondary CTA right, image left

Desktop:



Charm

Some people are born lucky—or maybe it just seems that way. What's their secret? Here are a few ideas for living your own charmed life.

Choose. Give. Smile.

[SECONDARY CTA >](#)

Image dimensions: 250x250px
Scale to Fit: Check

Mobile:

Charm

"Since the age of 14, I've been living with type 1," explains Ben. "Long nights on the
Some people are born lucky—or maybe it just seems that way. What's their secret? Here are a few ideas for living your own charmed life.

[SECONDARY CTA >](#)



Usage: Simple WYSIWIG update

Secondary-Thirds-Right

Description: One third width image left, title, text and secondary CTA right

Desktop:



3 steps for getting on the road to acceptance.

If you're feeling overwhelmed or confused about what to do next, here are 3 first steps that will aid in accepting and controlling the situation you're in.

SECONDARY CTA ›

Image dimensions: 189x189px

Scale to Fit: Uncheck

Mobile:



3 steps for getting on the road to acceptance.

If you're feeling overwhelmed or confused about what to do next, here are 3 first steps that will aid in accepting and controlling the situation you're in.

SECONDARY CTA ›

Usage: Simple WYSIWIG update

Secondary-Thirds-Left

Description: One third width image right, title, text and secondary CTA left

Desktop:

10 ways to save money on a gym membership

With a little planning, you can save big bucks on just about anything—even a gym membership. Here are 10 ways to get into a gym without spending a fortune.

[SECONDARY CTA >](#)



Image dimensions: 189x189px

Mobile:



10 ways to save money on a gym

With a little planning, you can save big bucks on just about anything—even a gym membership. Here are 10 ways to get into a gym without spending a fortune.

[SECONDARY CTA >](#)

Usage: Simple WYSIWIG update

Secondary-2col-Pad

Description: 2 column secondary article with padding

Desktop:



What can a diabetes educator do for you?

There are many people on your healthcare team—including yourself—but there's one person who can give you hands-on advice that you can start using immediately.

[SECONDARY CTA ›](#)



Is it depression? Recognize the signs.

For many people, the holidays aren't filled with joy and laughter. A few hectic weeks of parties and family get-togethers can dredge up old feelings of anger, regret, stress or loneliness.

[SECONDARY CTA ›](#)

Image dimensions: 270x270px
Scale to Fit: check

Mobile:



What can a diabetes educator do for you?

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[SECONDARY CTA ›](#)



Is it depression? Recognize the signs.

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[SECONDARY CTA ›](#)

Usage: Simple WYSIWIG update

Secondary-2col

Description: 2 col secondary articles

Desktop:



6 steps to building a better doctor's visit

Even though your time is crunched, there are things you can do to forge a more collaborative relationship and have productive conversations.

[SECONDARY CTA >](#)



Quick fixes for when you're cranky

No one likes being in a bad mood, but when your blood sugar swings out of range, well, it happens. What can you do about it?

[SECONDARY CTA >](#)

Image dimensions: 290x290px

Scale to Fit: check

Mobile:



6 steps to building a better doctor's visit

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[SECONDARY CTA ›](#)



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No one likes being in a bad mood, but when your blood sugar swings out of range, well, it happens. What can you do about it?

[SECONDARY CTA ›](#)

Usage: Simple WYSIWIG update

Secondary-3col-Pad

Description: 3 col article width padding

Desktop:



Why we heart
American Girl

SECONDARY CTA ›



Keeping it chill
this holiday

SECONDARY CTA ›



Planning for the
new year

SECONDARY CTA ›

Image dimensions: 173x173px
Scale to Fit: Uncheck

Mobile:



Why we heart
American Girl

[SECONDARY CTA ›](#)



Keeping it chill
this holiday

[SECONDARY CTA ›](#)



Planning for the
new year

[SECONDARY CTA ›](#)

Usage: Simple WYSIWIG update

Secondary-3col

Description: 3 col secondary articles

Desktop:



Tips for
sleeping
better

[SECONDARY CTA >](#)



Your personal
pep rally

[SECONDARY CTA >](#)



Easy ways to
boost activity

[SECONDARY CTA >](#)

Image dimensions: 189x189px
Scale to Fit: Uncheck

Mobile:



Tips for
sleeping
better

[SECONDARY CTA >](#)



Your
personal pep
rally

[SECONDARY CTA >](#)



Easy ways to
boost activity

[SECONDARY CTA >](#)

Usage: Simple WYSIWIG update



Secondary-CTA-Center

Description: Title, Text, Secondary CTA center

Desktop:

Finding the sweet spot between blood sugar highs and lows

Do you ever worry about low blood sugar? If you're nodding, you're in good company. According to a recent survey by the American Association of Diabetes Educators, a pretty hefty majority of people with diabetes get stressed out about the possibility of going low.

SECONDARY CTA ›

Mobile:

Finding the sweet spot between blood sugar highs and lows

Do you ever worry about low blood sugar? If you're nodding, you're in good company. According to a recent survey by the American Association of Diabetes Educators (AADE), a pretty hefty majority of people with diabetes get stressed out about the possibility of going low.

SECONDARY CTA ›

Usage: Simple WYSIWIG update



Secondary-Center

Description: Title, Text center

Desktop:

Finding the sweet spot between blood sugar highs and lows

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Mobile:

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Usage: Simple WYSIWIG update



Secondary-Left

Description: Title, Text left

Desktop:

Finding the sweet spot between blood sugar highs and lows

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Usage: Simple WYSIWIG update



Secondary-CTA-Left

Description: Title, Text, Secondary CTA left

Desktop:

Mobile:

Finding the sweet spot between blood sugar highs and lows

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SECONDARY CTA >

Usage: Simple WYSIWIG update

Image-Padding-3col

Description: 3 col images

Desktop:



Image dimensions: 173x173px

Scale to Fit: Uncheck

Mobile:



Usage: Simple WYSIWIG update

Image-Padding

Description: Image with padding.

Desktop:



Image dimensions: 560x300px
Scale to Fit: check

Mobile:



Usage: Simple WYSIWIG update

Image

Description: Image no padding

Desktop:



Image dimensions: 600x300px

Scale to Fit: check

Mobile:



Usage: Simple WYSIWIG update

Image-Padding-4col

Description: Image 4 col

Desktop:



Image dimensions: 125x175px

Scale to Fit: Uncheck

Mobile:



Usage: Simple WYSIWIG update

Image-Padding-2col

Description: Image 2 col

Desktop:



Image dimensions: 290x322

Scale to Fit: check

Mobile:



Usage: Simple WYSIWIG update



Div-Section
Description: Section name

Desktop:

————— **INTEGRATED SYSTEMS** —————

Mobile:

—— **INTEGRATED SYSTEMS** ——

Usage: Simple WYSIWIG update

Bottom-Navigation

Description: Bottom navigation

Desktop:

HOME | PRODUCTS | LIFE WITH DIABETES | SUPPORT | SHOPPING/SAVING

Mobile:

HOME | PRODUCTS | LIFE WITH DIABETES

SUPPORT | SHOPPING/SAVING

Usage: Simple WYSIWIG update

Div-Thin

Description: Thin line divider

Desktop:

—————

Mobile:


—————

Usage: Simple WYSIWIG update

Div-Category

Description: Category header

Desktop:



Data Management

Mobile:



Data Managment

Usage: Simple WYSIWIG update

Footer Modules Social

Description: Social footer

Desktop:



CONNECT WITH US!



Mobile:



CONNECT WITH US!



Usage: Simple WYSIWIG update



Footer Modules Legal

Description: Legal footer

Desktop:

Legal Text donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Nullam quis risus eget urna mollis ornare vel eu leo. Curabitur blandit tempus porttitor.

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Mobile:

Legal Text donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Nullam quis risus eget urna mollis ornare vel eu leo. Curabitur blandit tempus porttitor.

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Usage: Simple WYSIWIG update