



Air Traffic Control

Required Code for HTML Personalization Modules: Approach 1

Brand Styling

ATC Personalization Property

The steps outlined in the approach 1 HTML guide are the same for each of these modules, the only difference would be the code that you copy into the main editor. Elements that indicate brand styling are highlighted in yellow and elements that indicate Air Traffic Control personalization properties are highlighted in blue.

Blog/Podcast Title with link:

```
<table class="heading_block block-2" width="100%" border="0" cellpadding="0" cellspacing="0"
role="presentation" style="mso-table-lspace: 0pt; mso-table-rspace: 0pt;">
  <tr>
    <td class="pad" style="text-align:center;width:100%;">
      <h1 style="margin: 0; color: #393d47; direction: ltr; font-family: Open Sans, Helvetica Neue, Helvetica,
Arial, sans-serif; font-size: 17px; font-weight: 700; letter-spacing: normal; line-height: 120%; text-align:
center; margin-top: 0; margin-bottom: 0; mso-line-height-alt: 20.4px;"><a href="{
personalization_token("contact.atc_blog_link_1" ) }" style="color:#393d47;text-decoration:none;
font-family: Open Sans, Helvetica Neue, Helvetica, Arial, sans-serif; font-size: 17px; font-weight: 700;
letter-spacing: normal; line-height: 120%; text-align: center; margin-top: 0; margin-bottom: 0;
mso-line-height-alt: 20.4px;" target="_blank"><span class="tinyMce-placeholder">{{
personalization_token("contact.atc_blog_headline_1", "Blog 1 Title") }}</span></a></h1>
    </td>
  </tr>
</table>
```

Blog/Podcast Image with link:

```
<table class="image_block block-1" width="100%" border="0" cellpadding="0" cellspacing="0"
role="presentation" style="mso-table-lspace: 0pt; mso-table-rspace: 0pt;">
  <tr>
    <td class="pad" style="padding-bottom:10px;width:100%;">
      <div class="alignment" align="center" style="line-height:10px">
        <div class="fullWidth" style="max-width: 300px; max-height:200px; "><a href="{{
personalization_token("contact.atc_blog_link_1" ) }}" target="_blank"></a></div>
      </div>
    </td>
  </tr>
</table>
```

Blog/Podcast Title without link:

```
<table class="heading_block block-2" width="100%" border="0" cellpadding="0" cellspacing="0"
role="presentation" style="mso-table-lspace: 0pt; mso-table-rspace: 0pt;">
  <tr>
    <td class="pad" style="text-align:center;width:100%;">
      <h1 style="margin: 0; color: #393d47; direction: ltr; font-family: Open Sans, Helvetica Neue, Helvetica,
Arial, sans-serif; font-size: 17px; font-weight: 700; letter-spacing: normal; line-height: 120%; text-align:
center; margin-top: 0; margin-bottom: 0; mso-line-height-alt: 20.4px;">{{
personalization_token("contact.atc_blog_headline_1", "Blog 1 Title") }}</span></a></h1>
    </td>
  </tr>
</table>
```

Blog/Podcast Image without link:

```
<table class="image_block block-1" width="100%" border="0" cellpadding="0" cellspacing="0"
role="presentation" style="mso-table-lspace: 0pt; mso-table-rspace: 0pt;">
  <tr>
    <td class="pad" style="padding-bottom:10px;width:100%;">
      <div class="alignment" align="center" style="line-height:10px">
        <div class="fullWidth" style="max-width: 300px; max-height:200px; "></a></div>
      </div>
    </td>
  </tr>
</table>
```