

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Conference Email Blast

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

4JAN2025

OVERVIEW

- Sponsor gets three eblasts sent to all attendees plus ACRM Board of Governors, Committee Chairs, and other Key Opinions Leaders
- Sponsor can choose when they would like to send their eblasts: right before, during, or after the Conference
- eBlasts deliveries must be completed by the end of the year unless an exception is worked out with the ACRM 365 Sales Team

All submitted content is subject to ACRM approval

HOW THIS WORKS

STEP 1) Vendor provides ACRM with the the HTML code (preferred method) If HTML is not easily accessible, vendors can provide content via a word document that includes all desired text, images, and links.

- **STEP 2)** ACRM designs the email using the provided HTML (preferred method) or word document and then ACRM will send the client a test sample for review / approval

STEP 3) Once the client test sample is approved, ACRM and Vendor will develop a distribution plan for the date and timing for the email to be sent based on ACRM availability

- **UPON REQUEST)** ACRM sends a final report to the vendor of email performance using standard email metrics

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- **Conference Email Blast: \$2,999**

TURBO BOOST YOUR PRODUCT OR SERVICE

Extra amplification? Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to the ACRM exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform
- Call [+1.703.435.5335](tel:+17034355335)

SUBJECT LINES *Please provide the desired subject line below*

☐ Launch #1 SUBJECT:

PRODUCTION SCHEDULE STEPS

1. Campaign initiation begins **after** contract and payment are received.
2. Vendor **provides:**
 - The HTML email package (which should include the final copy and images)
3. E-mail **development:**
 - After STEP 2 is complete, ACRM will review and pre-approve the email content
 - HTML Content:
 1. Should include the desired subject line (NOTE: if desired, clients can also provide a pre-header line)
 - HTML File Size:
 1. Standard file size range: 25KB – 50KB
 2. Email maximum file size: 75KB
 - Image Size:
 1. Size: 600x337px | 40kb | .jpg or .gif (Note: ACRM requires that any provided image have a maximum width of 600 pixels. ACRM highly recommends

using the size 600 x 337. However, the height of the image can vary, but should not exceed 800 px.)

2. Please also keep in mind when using images in emails it is always best practice to include an ALT text with the images.

- Word Document Content:

1. should include all desired text (including: subject, body, and closing text). If desired, clients can also provide a pre-header line of text as well.
2. Include links for any desired linked text
3. Indicate if you have a desired button text and link within the content

- Word Document Size:

1. Word documents should be kept to a maximum of two pages.
 - a. It is highly recommended that content be limited to one page as to not exceed email file size requirements

- Word Document Images:

1. Images included in the word document must be placed in the desired location within the email.
2. Images must abide by the same image requirements listed above in the HTML image requirements section.
3. Please provide desired alt text with any images as a best practice and please provide desired links for any images or buttons

- Please provide all materials 5-10 days prior to email delivery date.
- *This time allows ACRM to build your custom audience from your criteria and to develop the html email etc.*

4. Draft & **approval**:

- Customer receives the e-mail draft from ACRM
- Within 1-2 days, customer provides feedback / sign-off for e-mail blast

5. E-mail blast **launching**:

- Once the draft is approved, the email will be scheduled on the agreed upon delivery date and time
- Statistics are available upon request



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ACRM INSTITUTIONAL SUPPORT PROGRAM

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](https://www.acrm.org/SalesForm) | ThreeSixtyFive@ACRM.org | [ACRM.org/365](https://www.ACRM.org/365)