Email Blast by Contact

4FEB2024

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW

ACRM offers the opportunity to send your message in an **Email Blast** to the exclusive ACRM database.

ACRM will send your message through the ACRM email service provider using your HTML code. If HTML is not easily accessible, vendors can provide content via a word document that includes all desired text, images, and links.

All submitted content is subject to ACRM approval

HOW THIS WORKS

STEP 1) Vendor identifies the target audience using the ACRM survey form (geography, diagnostic, and/or disciplines)

STEP2) ACRM identifies the number of contacts that could be emailed based on the results of the Vendors survey

STEP 3) Vendor indicates how many contacts they wish to purchase

STEP 4) Vendor provides ACRM with the HTML code (preferred method) or word document

STEP 5) 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 6) Once the client test sample is approved, ACRM and Vendor will develop a distribution plan for the date and timing of emails to be sent based on ACRM availability

ACRM.org/EmailBlastContact

STEP 7) ACRM will schedule the approved email on the desired delivery date and time.

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

- **Email Blast by Contact: $0.50 per target email (deployed once)**
- **Minimum purchase of $2,500 which provides emails to 5,000 contacts (deployed once)**
- **Example: to send your email to 6,000 contacts, 3 times, the total cost would be $9,000 (6,000 x $.50 x 3 = $9,000)**

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

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 | **ThreeSixtyFive@ACRM.org** | **ACRM.org/365**

E-mail Blast Service Form

Please fill out this form to the best of your ability and ACRM will use this information to create the best solution for you.

ACRM will use your selected criteria to create a custom e-mail list for your campaign.

*NOTE: Your selected totals will be supplemented with applicable records from the ACRM marketing database of industry prospects to achieve a threshold to deliver the desired results.

E-MAIL PURPOSE

- What organization or group sponsored the creation of this e-mail?
  _____

- What is the primary purpose of this e-mail?
  _____

- Does this e-mail pertain to an ACRM project?

  ☐ Yes

  ☐ No

- How are you affiliated with ACRM? Please check all that apply.
  - ☐ I am an ACRM member-in-good-standing (current paid membership)
  - ☐ I lead the ACRM ISIG, networking group, task force, or committee who sponsored the survey
  - ☐ I serve on the ACRM Board of Governors
  - ☐ I serve on the *Archives of Physical Medicine & Rehabilitation Editorial* Board
  - ☐ My organization is an ACRM Institutional Supporter
  - ☐ My organization is an ACRM Sponsor
  - ☐ My organization is an ACRM Partner
  - ☐ My organization is an ACRM Exhibitor
  - ☐ My organization is an ACRM Advertiser
  - ☐ Other affiliation, please specify:_____
  - ☐ I am not yet affiliated with ACRM

- Will this email request any personal information or data from those who receive it?
  _____

TARGET AUDIENCE *Please select number 1 or 2 below*

ACRM membership is always growing.

1. ACRM TARGET MARKETING DATABASE

☐ Subset of ACRM Target Marketing Database

2. ACRM MEMBERSHIP DATABASE

☐ Subset of ACRM Membership Database

DIAGNOSTICS

☐ Brain Injury X,000+

☐ Cancer Rehabilitation X,000+

☐ Limb Care X,000+

☐ Musculoskeletal X,000+

☐ Neurodegenerative Diseases X,000+

☐ Pain Rehabilitation X,000+

☐ Spinal Cord Injury X,000+

☐ Stroke X,000+

TARGET AUDIENCE SELECTION CRITERIA *Please select all that are applicable*

WORK FOCUS

☐ Clinicians – examples: PT, OT, Physiatrist (MD, DO)

☐ Researchers

☐ Both

CONTINENTS (OR COUNTRY)

☐ North America

☐ South America

☐ Asia

☐ Africa

☐ Oceania

☐ Europe (Please contact us for options due to GDPR)

US REGIONS

☐ Northeast   ☐ South

☐ Midwest   ☐ West

US STATES

☐ Alabama   ☐ Montana

☐ Alaska   ☐ Nebraska

☐ Arizona   ☐ Nevada

☐ Arkansas   ☐ New Hampshire

☐ California   ☐ New Jersey

☐ Colorado   ☐ New Mexico

☐ Connecticut   ☐ New York

☐ Delaware   ☐ North Carolina

☐ Florida   ☐ North Dakota

☐ Georgia   ☐ Ohio

☐ Hawaii   ☐ Oklahoma

☐ Idaho   ☐ Oregon

☐ Illinois   ☐ Pennsylvania

☐ Indiana   ☐ Rhode Island

☐ Iowa   ☐ South Carolina

☐ Kansas   ☐ South Dakota

☐ Kentucky   ☐ Tennessee

☐ Louisiana   ☐ Texas

☐ Maine   ☐ Utah

☐ Maryland   ☐ Vermont

☐ Massachusetts   ☐ Virginia

☐ Michigan   ☐ Washington

☐ Minnesota   ☐ West Virginia

☐ Mississippi   ☐ Wisconsin

☐ Missouri   ☐ Wyoming

PLEASE SPECIFY THE CREDENTIALS THAT YOU WOULD LIKE TO TARGET:

> *(PT, OT, MD)*

PROFESSIONS

☐ Certified Case Managers (CCMC)

☐ Disability Management Specialists (CDMS)

☐ Healthcare Executives (ACHE)

☐ Massage Therapists (NCBTMB)

☐ Nurses (ANCC)

☐ Occupational Therapists (AOTA)

☐ Physical Therapists (TBD)

☐ Physicians (ACCME Includes Canada Physicians and Physician Assistants)

☐ Prosthetic/Limb Rehabilitation

☐ Registered Dietitians (CDR)

☐ Rehabilitation Counselors (CRCC)

☐ Rehabilitation Psychologist (APA Division 22)

☐ Social Workers (NASW)

☐ Speech-Language-Hearing Pathologists (ASHA)

IN ADDITION TO THE ABOVE, ARE THERE PARTICULAR ACRM MEMBER COMMUNITY GROUPS YOU WISH TO REACH?

ACRM MEMBER COMMUNITY GROUPS

☐ Aging Research & Geriatric Rehabilitation Networking Group X,000+

☐ Arts & Neuroscience Networking Group X,000+

☐ Athlete Development and Sports Rehabilitation Networking Group X,000+

☐ Behavioral Health Networking Group X,000+

☐ Brain Injury Interdisciplinary Special Interest Group X,000+

☐ Burn Rehabilitation Forming Group X,000+

☐ Cancer Rehabilitation Networking Group X,000+

☐ Complementary Integrative Rehabilitation Medicine Networking Group X,000+

☐ Career Development Networking Group X,000+

☐ Health Services Research Networking Group X,000+

☐ International Interdisciplinary Special Interest Group X,000+

☐ Lifestyle Medicine Networking Group X,000+

☐ Limb Care Networking Group X,000+

☐ Measurement Interdisciplinary Special Interest Group X,000+

☐ Military/Veterans Affairs Networking Group X,000+

☐ Neurodegenerative Diseases Networking Group X,000+

☐ Neuroplasticity Networking Group X,000+

☐ Pain Rehabilitation Networking Group X,000+

☐ Pediatric Rehabilitation Networking Group X,000+

☐ Physicians & Clinicians Networking Group X,000+

☐ Rehabilitation Treatment Specification Networking Group X,000+

☐ Spinal Cord Injury Interdisciplinary Special Interest Group X,000+

☐ Stroke Interdisciplinary Special Interest Group X,000+

☐ Technology Networking Group X,000+

SUBJECT LINES *Please provide up to three subject lines in order of priority below. ACRM will continue to eblast until the contracted amount of email deliveries is reached. If more than three sends are needed, then the subject lines will repeat.*

☐ Launch #1 SUBJECT:

_____

☐ Launch #2 SUBJECT:

_____

☐ Launch #3 SUBJECT:

_____

PRODUCTION SCHEDULE STEPS

1. Campaign initiation begins *after* contract and payment are received.
2. Vendor **provides:**
   - The completed E-mail Blast Service Form
   - The HTML email package (which should include the final copy and images)
     - Content provided in word will be accepted if HTML is not accessible for vendor
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
    - o 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:**
    - o Customer receives the e-mail draft from ACRM
    - o Within 1-2 days, customer provides feedback / sign-off for e-mail blast

5. E-mail blast **launching:**
    - o Once the draft is approved, the email will be scheduled on the agreed upon delivery date and time
    - o Statistics are available upon request
    - o ACRM will continue to eblast until the contracted delivery sends are reached

CAMPAIGN DURATION
- o The campaign will conclude after the contracted delivery sends are reached.

LAUNCH DATE & TIME
- o First choice date: _____ Time preference: _____
- o Second choice date: _____ Time preference: _____
- o Third choice date: _____ Time preference: _____

ACRM
AMERICAN CONGRESS OF
REHABILITATION MEDICINE

365
SALES TEAM

reaching millions in rehab

sponsorships | *exhibiting* | *advertising*

ACRM INSTITUTIONAL SUPPORT PROGRAM