

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Shot Gun Email Blast

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

4FEB024

OVERVIEW

ACRM offers the opportunity to send your message in an **Email Blast** to the exclusive ACRM membership 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 provides ACRM with the HTML code (preferred method) or word document

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

STEP 4) **ACRM will schedule the approved email on the desired delivery date and time**

UPON REQUEST) ACRM sends a final report to the vendor standard email metrics

ACRM MEMBERSHIP HIGHLIGHTS

- Current ACRM membership is 101,000+

[ACRM.org/ShotGun](https://www.ACRM.org/ShotGun)

- Members represent various disciplines, including but not limited to:
 - Bioengineering
 - Biostatistics/Clinical Research
 - Case Manager
 - Clinical Epidemiology
 - Counseling, Pastoral
 - Counseling, Rehabilitation
 - Counseling, Vocational
 - Dietetics/Nutrition
 - Neurology/Neurosurgery
 - Neuropsychology
 - Occupational Therapy
 - Pediatrics
 - Psychology
 - Psychiatrist
 - Physical Therapy
 - Physician
 - Psychiatry
 - Recreation Therapy
 - Rehabilitation Nursing
 - Rehabilitation Psychology
 - Social Work
 - Speech-Language Professionals

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- **Shot Gun Email Blast: \$9,999 which provides one email blast to our 102,000+ members**

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.



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)
 - 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 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
 - *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

