

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## E-mail Blast by Open Rate

16MAR2021

**SCHEDULE** — LIMITED OPPORTUNITIES AVAILABLE

### OVERVIEW

ACRM offers the opportunity to send your message in **E-mail Blast** to the exclusive ACRM database.

ACRM sends your message through the ACRM email service provider with your html designed message.

\*All submitted content is subject to ACRM approval\*

### HOW THIS WORKS

**STEP 1)** Vendor identifies the target audience (geography, diagnostic, and/or disciplines)

**STEP 2)** Vendor identifies the desired Open Rate

**STEP 3)** ACRM continues to send messages to the target audience until the desired Open Rate is received

### USE CASE

**STEP 1)** Vendor target is North America, spinal cord injury, the full rehab team.

**STEP 2)** Vendor seeks an open rate of 1,000

**STEP 3)** ACRM sends messages to some multiple of 1,000 based on historical open rate statistics. ACRM will send additional messages until the 1,000 open rate limit is reached. The vendor will not be charged above the contracted amount.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **E-mail Blast by Open Rate: \$5 per open email. \$5,000 minimum order**

## 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 ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Lauren Morgan ([lmorgan@ACRM.org](mailto:lmorgan@ACRM.org))
- Katy Sell ([ksell@ACRM.org](mailto:ksell@ACRM.org))
- Evie Thompson ([ethompson@ACRM.org](mailto:ethompson@ACRM.org))
- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335