

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



E-mail Blast by Frequency

29APR2021

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 from your html design.

In this instance, ACRM will send your message to one identified group a total of three times. After each round, email recipients who opened the message will be removed for the following round.

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 and provides ACRM with an html designed email.

STEP 3) ACRM identifies the number of emails that will be sent based on the desired Open Rate as well as ACRM's open rate experience.

STEP 4) ACRM sends the first email distribution, waits three business days, and then sends the second email distribution, waits three business days, then sends out the final email distribution.

STEP 5) ACRM sends a final report to the vendor with total emails sent + total open rate.

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- **E-mail Blast for Frequency: \$0.50 per target email.** Reminder: Each email will be sent up to three times or until the email is opened.
- **Minimum purchase of \$2,500, which provides 5,000 emails being sent up to three times.**

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)
- Katy Sell (ksell@ACRM.org)
- Evie Thompson (ethompson@ACRM.org)
- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform

CALL

+1.703.435.5335

E-mail Blast Service Form

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 ACRM's marketing database of industry prospects to achieve a threshold to deliver the desired results

MEMBER SELECTION *Please select number 1 or 2 below*

ACRM membership is always growing.

1. ACRM TARGET MARKETING DATABASE 750,000+

Subset of ACRM Target Marketing Database

2. ACRM MEMBERSHIP DATABASE 13,000+

Subset of ACRM Membership Database

MEMBER TYPE

- | | |
|--|---|
| <input type="checkbox"/> Rehabilitation Professional | <input type="checkbox"/> eMember |
| <input type="checkbox"/> Early Career | <input type="checkbox"/> 6-month Trial Member |
| <input type="checkbox"/> Resident/Student/Fellow | <input type="checkbox"/> Events Member |
| <input type="checkbox"/> Consumer/Patient/Caregiver | |

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+
- Brain Injury Interdisciplinary Special Interest 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 Networking 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+

NON-MEMBER SELECTION CRITERIA *Please select all applicable*

WORK FOCUS

- Clinicians
- Researchers
- Both

CONTINENTS (OR COUNTRY)

- | | |
|--|---|
| <input type="checkbox"/> North America | <input type="checkbox"/> Africa |
| <input type="checkbox"/> South America | <input type="checkbox"/> Oceania |
| <input type="checkbox"/> Asia | <input type="checkbox"/> Europe (Please contact us for options due to GDPR) |

US REGIONS

- Northeast
- Midwest
- South
- West

US STATES

- | | |
|--|---|
| <input type="checkbox"/> Alabama | <input type="checkbox"/> Montana |
| <input type="checkbox"/> Alaska | <input type="checkbox"/> Nebraska |
| <input type="checkbox"/> Arizona | <input type="checkbox"/> Nevada |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> New Hampshire |
| <input type="checkbox"/> California | <input type="checkbox"/> New Jersey |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> New Mexico |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> New York |
| <input type="checkbox"/> Delaware | <input type="checkbox"/> North Carolina |
| <input type="checkbox"/> Florida | <input type="checkbox"/> North Dakota |
| <input type="checkbox"/> Georgia | <input type="checkbox"/> Ohio |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> Oklahoma |
| <input type="checkbox"/> Idaho | <input type="checkbox"/> Oregon |
| <input type="checkbox"/> Illinois | <input type="checkbox"/> Pennsylvania |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> Rhode Island |
| <input type="checkbox"/> Iowa | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Kansas | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> Kentucky | <input type="checkbox"/> Tennessee |
| <input type="checkbox"/> Louisiana | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Maine | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Maryland | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> Massachusetts | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Michigan | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Minnesota | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Mississippi | <input type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Missouri | <input type="checkbox"/> 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)

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

- Launch #1 SUBJECT:

- Launch #2 SUBJECT:

- Launch #3 SUBJECT:

FROM *Please provide the desired from name and email address.*

- Name:

- Email address:

PRODUCTION SCHEDULE STEPS

1. Campaign initiation begins **after** contract and payment are received.
2. Customer **provides:**
 - The completed E-mail Blast Service Form
 - The html email package (final copy plus images)
3. E-mail **development:**
 - After STEP 2 is complete, ACRM will review and pre-approve the email content
 - Please allow 5-10 days for the email prep and draft.
 - *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:**
 - 3-5 days following blast #1, ACRM provides statistics with open results
 - ACRM continues to eblast until contracted level is reached
 - 30 days following blast #1 or after contracted level is reached (whichever comes first), ACRM provides final campaign statistics

CAMPAIGN DURATION

The campaign will conclude after 30 days or after the contracted level is reached.

LAUNCH DATE & TIME

First choice date: _____ Time preference: _____

Second choice date: _____ Time preference: _____