

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Email Blast by Open Rate

3FEB2022

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW

ACRM offers the opportunity to send your message in **Email 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 using the ACRM survey form (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

- **Email 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

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

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



reaching millions in rehab

sponsorships | exhibiting | advertising

ACRM INSTITUTIONAL SUPPORT PROGRAM

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 ACRM's 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 750,000+

- Subset of ACRM Target Marketing Database

2. ACRM MEMBERSHIP DATABASE 13,000+

- 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 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
- Midwest

- South
- West

US STATES

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri

- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- 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+
- 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+

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: _____