



## ASCRS Industry Sponsored Promotional E-Blasts

Enhance your marketing presence and reach over 4,000 colon and rectal surgeons by sponsoring an exclusive e-blast to the ASCRS membership. You provide the content and we disseminate your branded message to our members.

### HOW IT WORKS:

- E-blast applications must be received at least one month prior to the e-blast send date. E-blasts are sold on a first-come, first-serve basis.
- The **\$4,100 sponsorship fee** must be paid in advance.
- ASCRS will track the results and provide the submitting company an analysis of their e-blast. Analysis will include open rates, click rates on links and bounce back rates.

### PROCEDURES:

- Complete the application and submit to ASCRS Corporate Relations team.
- Attach separate applications for each e-blast distribution. We will do our best to accommodate your preferred distribution date but dates are not guaranteed. Artwork must be submitted for review/approval by ASCRS with your application. ASCRS requires 5 days for review of all provided Eblast content. Upon review, comments, edits or approval will be provided.
- Upon approval, an invoice will be sent for the \$4,100 sponsorship fee. **Full payment must be received paid prior to the e-blast send date.**
- Eblast content requirements:
  - The ASCRS name or logo may not be used and may not appear on any of the materials.
- For production questions, please contact Olivia Clark at [oclark@fascrs.org](mailto:oclark@fascrs.org)
- Supply the following in final form no later than **three (3) weeks prior to the send date.**
  - **High-Resolution JPEG file (300 dpi)**
    - Late delivery or any major problems with the content may cause us to reschedule or cancel your e-blast. **The maximum size the file can be is 10MB.**
  - The URL of the landing page.
  - Text for the subject line to go with the Eblast. Note: The subject line **MUST** include Paid Advertising.
  - Submit to: [oclark@fascrs.org](mailto:oclark@fascrs.org)



## Promotional Blast Email Policy & Guidelines

1. ASCRS will accept applications from companies interested in using the ASCRS email forwarding service for a fee of \$4,100 per message. Priority consideration will be given to ASCRS Premier Sponsors. Applications submitted by companies not currently listed as sponsors or exhibitors must receive approval from ASCRS' Industry Relations Committee. Full payment must be received prior to distribution.
2. All content must be submitted three (3) weeks prior to requested distribution date.
3. Submitted applications will be forwarded to the ASCRS leadership for review to ensure there are no concerns with the content of the ad. Following review, final approval or comments will be provided to the submitting company. Unapproved ads will not be distributed.
4. The ASCRS brand or logo is not permitted to be used or appear within the ad (unless referencing the ASCRS Annual Meeting in text only such as, "see us at the ASCRS Annual Meeting"). Use of any ASCRS logo is not permitted.
5. A maximum of two industry-supported blast emails will be sent to the ASCRS membership each month. Specific dates are not guaranteed, and distribution is based on schedule availability.
6. Complete references must be included to support any claims made within the ad. This applies to external and in-house testing. Pubmed or AMA formats are preferred.
7. References to specific brand or product names of competitors related to claims of superiority are not permitted.
8. Layout: The senders "from" address will be listed as coming from: "Forwarded Promotional Message". The copy in the subject line is provided by the sponsoring company and must include: "Paid Advertising". The top of the ad will feature a line of copy which reads: "Promotional Ad" and the bottom of the ad will include copy which reads: "The content and views expressed herein are those of the sponsor and not of the American Society of Colon and Rectal Surgeons." This disclosure must be noted in size 12 font or larger.
9. A full layout adhering to the requirements noted in point 7 of this document must be provided for review. ASCRS will not construct or layout a sponsored Eblast ad.
10. ASCRS staff will send the email on the designated date to all Society members (excluding those that elect to opt out of this service). If an ASCRS member elects to un-subscribe/opt out, they will be removed from the list and will no longer receive future "ASCRS Forwarded Promotional Messages".
11. ASCRS staff will track the "open" and "click through" results and provide the sponsor with an analysis 10-15 days after the ad is sent. The analysis will include the "open rate", "click rates" and "bounce backs".
12. Requests for limited and focused promotional blast emails (e.g., those sent to a subset of the membership) will be considered on an individual basis. The fee for such requests may increase



based on the target audience but at a minimum will be the same as noted in point 1 of this document.

**All information below is required**

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Company Name

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Address

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City

State/Province

Zip/Postal Code

Country

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Company Contact Name

Title

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Phone

E-Mail

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1<sup>st</sup> Preferred Date

2<sup>nd</sup> Preferred Date

3<sup>rd</sup> Preferred Date

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Text for Subject Line

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**SUBMIT THIS APPLICATION TO:**

Email: [jkeith@fascrs.org](mailto:jkeith@fascrs.org)

Or:

American Society of Colon and Rectal Surgeons

Attention: Corporate Relations

2515 Waukegan Road, #210

Bannockburn, IL 60015