

E-BLAST

by Professional Surveyor Magazine

General Tips:

As with any file transferred over the Internet, it's best to keep your message short and to the point. Large files take a long time to download and are often deleted by the recipient before the file transfer is complete. Even though we accept E-Blasts up to 200 Kb in size (text + images), remember that downloading a file this size will take 30 seconds to two minutes depending on the recipient's connection. Please keep in mind also that your message must include text to keep it from being rejected by spam filters.

Specifications:

HTML: E-Blasts are HTML files. The HTML file may include text, hyperlinks (as many as you like), and advertiser-hosted images such that the total HTML file size (text + images) is less than 200 Kb. Please include company name, address, and phone number per the CAN-Spam Law.

Images: Images need to be hosted on your website. Include your company contact information (company name, address, and phone number) in the text of your HTML file. Image source should be absolute paths. Same for CSS files. Please note that the mail clients will not load any special plug-ins so only use JPG and GIF files.

Subject Line: Indicate the subject line to be used in the mailing. Flatdog Media, Inc. will add text to your subject line to indicate the message is from a Flatdog Media, Inc. publication. For example: "Great Mappings Savings from MapCo! – Brought to you by Professional Surveyor Magazine"

Footer: We'll also include a footer to your piece that explains that the message was sent on behalf of a Flatdog Media, Inc. advertiser: "On behalf of one of the supporters of *Professional Surveyor Magazine*, the magazine is sending you this announcement. Support from advertisers is what enables us to continue sending you the magazine at no cost. We will occasionally send you announcements that specifically pertain to your business (eventually this should be taken from the E-Blast footer) and want to assure you that we will never allow anyone else to use your e-mail address."

Proofreading: You are responsible for grammar, spelling, and ensuring document links are accurate. Flatdog Media, Inc. reserves the right to review the E-Blast for size, length, and content.

Delivery and Testing:

Delivering Materials: Materials are due the Friday prior to the E-Blast. Attach the HTML file to an e-mail message addressed to rachael@profsurv.com, along with your subject line and test list. We'll confirm receipt of these materials.

Testing: We will send a test mailing for your approval the Monday before the planned E-Blast. All changes are due by 5pm Monday. Each E-Blast includes one test. Any changes you initiate requiring additional tests will be subject to a \$50 fee per additional test.

Mailing: With your approval, the E-Blast mailing is sent on Wednesday.

Cancellation Policy: Any cancellations with less than 10 business days notice will incur a cancellation fee of \$300. Any cancellations within 5 business days of the scheduled E-Blast will be charged at the full rate. Re-scheduled E-Blasts may be subject to additional charges.

Questions: contact Rachael Mock
301-682-6101 or rachael@profsurv.com



20 West Third Street, Frederick, MD 21701
301-682-6101 phone | 301-682-6105 fax

