

## ASBH Blast Email Advertisement Specifications and Contract

ASBH does not release member email addresses to external parties but external parties may purchase the opportunity for ASBH to send a Blast Email on their behalf to the ASBH membership for a fee. Each Blast Email from ASBH from an external group will include the following disclaimer: *This message is being sent to ASBH members on behalf of an external organization. ASBH does not endorse any information or recommendations contained within this communication.*

### Advertiser Information

### Billing Information (if different)

<b>Company</b>		<b>Company</b>	
<b>Contact Name</b>		<b>Contact Name</b>	
<b>Address</b>		<b>Address</b>	
<b>City/State/ZIP</b>		<b>City/State/ZIP</b>	
<b>Phone</b>		<b>Phone</b>	
<b>Mobile</b>		<b>Mobile</b>	
<b>Email</b>		<b>Email</b>	
<b>Website</b>		<b>Website</b>	

**Blast Email Date Requested:** \_\_\_\_\_

### Blast Email Guidelines and Submission Specifications:

1. Content must be created according to ASBH Blast Email specifications and must adhere to the ASBH Advertising Policy and when applicable, approved by sponsor's legal team prior to submitting to ASBH.
2. ASBH has final approval of all Blast Email content. ASBH reserves the right to refuse or limit Blast Email request for any reason.
3. ASBH may send a Blast Email on behalf of an external party if the following conditions are met:
  - a. The request to send an email will be submitted in writing using approved order form so that all pertinent information is collected related to the email.
  - b. A final draft copy of the email, including any links, artwork, graphics, etc., must be submitted for approval.
4. The ASBH Board President or designee must approve requests that are not clearly within the guidelines of the ASBH Advertising Policy.
5. ASBH will provide a "test" version of the email for approval prior to sending.
6. ASBH will make every effort to send the Blast Email on requested dates but will schedule according to availability.
7. ASBH limits Blast Email advertisements to no more than one per week.
8. Content is preferred in HTML code form, with subject line included. Copy should not exceed 400 words.
9. If HTML code is not available, please submit according to the following specifications:
  - a. Banner image: 650 x 150 pixels, high resolution .jpeg, less than 10 MB, submitted as email attachment.
  - b. Copy should be submitted via Word document, with formatting directions and hyperlinks included. Images should be indicated in text via [insert "image name" image here], submitted as an email attachment, and be no larger than 650 pixels wide.
10. Cancellation Policy: In the event that the advertiser notifies the ASBH in writing of the intent to cancel the agreement after acceptance but prior to two calendar weeks before the Blast, a full refund of monies received, minus a \$150 administrative fee will be made. Payment in full is required before the Email Blast is distributed.

*Advertiser assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage that may occur as a result of said advertising. Advertisers will indemnify, defend, and hold harmless ASBH and AMC as their responsibility, claim, cost, or expense of any kind whatsoever (including attorney's fees) which any of them may incur, suffer, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission of the advertiser, its employees, agents, licenses, or invitees. Products and services advertised in any ASBH publication or website are not necessarily endorsed by ASBH.*



We agree to the advertising specifications and rate of **\$250 per Blast Email**. Fees for Blast Email communication must be paid in advance. This contract is subject to the terms and conditions set forth by ASBH advertising policies.

Your signature below signifies that you understand and agree to the terms above.

MasterCard    Visa    American Express    Discover

Account Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Check enclosed or In Process (Payable to ASBH, PO Box 88019, Chicago, IL 60680): Check Number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please email back to ASBH: [snauss@asbh.org](mailto:snauss@asbh.org)**

For questions please contact:  
Sonia Nauss, Professional Relations & Development  
[snauss@asbh.org](mailto:snauss@asbh.org) | (847) 375-4711  
8735 West Higgins Road, Suite 300, Chicago IL 60631