CUSTOM E-BLAST 2023 SPEC SHEET

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CUSTOM E-BLAST FORMAT & IMAGES

- Static images only, including .jpg, .gif, .png and .bmp.
- Flash, Rich Media, Image Maps, and Javascript are NOT available in e-mail products.
- Animated GIFs/Banners will only work if a user accesses the email through a web based email client
- A blast that is entirely a linked image is NOT recommended, as today's e-mail platforms block images. An HTML e-mail should be a combination of text and images with a call-to-action within the text component.
- No background images, as they will likely be blocked by newer e-mail readers.
- All email HTML must be table-based layouts.
- All CSS must be inline styles, no embedded style sheets, no external linked style sheets, no CSS for positioning, no CSS layers.
- The HTML must be a centered 600-800 pixel-wide table. Up to 100K maximum file size (includes all images and html files).
- Full image paths in the code must be used (ex: http://www.domain.com/images/graphic1.jpg).
  - If images need to be hosted by Frontline, please provide all images in JPG or GIF formats.
- E-Mails designed in Microsoft Word and many other programs as web pages are not typically compatible with optimal e-mail delivery.
- Text versions should be no more than 10K and may not include any image files.
  - If Plain Text file is not provided, we will generate our own using the html file.
- We will send a test for approval, to a seed list of your choosing. Seed list must be supplied prior to scheduled test date.
  - Provide CSV or Excel file for seed list more than five (5) addresses.
  - Seed list will receive both test and final deployments.
- Please specify From address
  - We can use a custom From name: (ex: OBGManagment on behalf of XXXXX, Inc. <OBGManagement@mdedge.com>).
  - The entire line has a 100 character limit.

- A subject line that meets our approval must also be provided.
- The subject line should be no more than 100 characters including spaces. We can also run the subject line through a "Spam-Checker Tool" that points out any verbiage that will be picked up by spam filters upon request.
- Subject lines should be as enticing as possible, more than ONE word, and NOT in ALL CAPITAL LETTERS.
- If FRONTLINE MEDICAL COMMUNICATIONS uses our system to deliver an e-mail on behalf of a third party, the opt-out, subscription, and physical address location in the email has to reflect the systems and location of FRONTLINE MEDICAL COMMUNICATIONS, not that of the third party. The From line will read: From [Publication Title] on behalf of [Advertiser Name].
- Clients should provide detailing linking instructions.
- Links to PDF, Word Documents or other nontraditional "web page" links within an e-mail MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the e-mail.
- Text should not include words that will trigger a spam warning (i.e. words like FREE, GREAT OFFER, Viagra, Rolex, Mortgage, and the use of exclamation marks).
- Please specify date and time of send.
- FMC will not embed or edit any client supplied e-Blast creative. All creatives should be supplied with tracking in finalized form.
- FMC will include the following required footer:

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Frontline Medical Communications

If you do not wish to receive messages from the Partnership Division of Frontline Medical Communications, click here to unsubscribe.

E-BLAST INFORMATION COLLECTED

In order to be CAN SPAM compliant and in line with industry e-mail best practices, FRONTLINE MEDICAL COMMUNICATIONS does not provide e-mail addresses of our subscriber base directly to third parties, unless the means to do so is an explicit opt-in to share that information with a specific third party, such as during Webcast registration, lead generation services, sweepstakes or other mechanisms where a user or subscriber gives clear affirmative consent to share their information with a third-party. We do provide advertisers with click-thru, open rate and demographic overview information for our e-mail products.

E-BLAST DEADLINES

- Deadlines for Client Submitted Materials: FRONTLINE MEDICAL COMMUNICATIONS must have all HTML and Text version creative for an E-Mail Blast at least seven business days prior to it running. This will allow for four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery. FRONTLINE MEDICAL COMMUNICATIONS prefers to have all creative as soon as possible following the signing of an insertion order.
- Advertising Materials Delivery:
  - Send art by e-mail only. You may send files no larger than 2 MB to your Account Manager and ad.creative@mdedge.com. For attachments larger than 2 MB, contact your account manager for instructions.
  - Please indicate in the subject line, the advertiser name, website, and campaign date. Please indicate in the message the name(s) of file(s) attached and contact information and if receipt verification is requested.