

Email Blast Support Opportunity

DESCRIPTION: Reach a broad audience of blood and marrow transplant and cellular therapy professionals, including hematologists, oncologists, transplant nurses, pharmacists, researchers, investigators, and other allied health professionals, at the 2025 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR.

RATE: \$9,500 per email blast

DEADLINES:

- Complete the [SUPPORT FORM](#) by **Wednesday, January 15, 2025**
- Submit payment by **Wednesday, February 5, 2025**
 - *An invoice will be sent once the Support Form is completed*
 - *If email blast is scheduled prior to February, a unique payment deadline will be communicated*
 - *If payment is not received by the communicated due date, you will be notified via email that the email blast will be sent without the supported banner*
- Send logo or banner by **Wednesday, February 5, 2025**, to the Tandem Meetings conference office at TandemMeetings@mcw.edu
 - *If email blast is scheduled prior to February, Tandem Meetings staff will communicate an alternate deadline for logo or banner artwork*
 - *Specifications for logo or banner requirements are outlined on subsequent pages of this supplement*

Important note: If the above deadlines are not met, Tandem Meetings staff cannot guarantee that your supported Email Blast will be sent on the agreed upon send date. By engaging in a support agreement with the 2025 Tandem Meetings, the supporter agrees to the specifications and policies noted within this document.

If you have any questions, please contact the Tandem Meetings Conference Office at TandemMeetings@mcw.edu.

NEXT STEPS:

Once the Support Form has been submitted, please review the **GUIDELINES** on subsequent pages to ensure that policies and email blast specifications are met.



EMAIL BLAST GUIDELINES

Thank you for scheduling an email blast for the 2025 Tandem Meetings ASTCT & CIBMTR. Below are guidelines that will help ensure your email blast is successful.

APPROVAL PROCESS:

1. **Email Blast Testing:** A test email from Tandem Meetings staff will be sent to the supporter for review/approval prior to sending
2. **Email Blast Approval & Scheduling:** If the test email is approved, Tandem Meetings staff will work with you to schedule the email to be sent on the specified date between October 2024 – February 2025
Note: The Tandem Meetings Staff hold the master electronic communications schedule which is designed to ensure that Tandem Meetings communications recipients receive no more than two (2) emails per week, except for the week of the Tandem Meetings
3. **Email Blast Scheduling Disclaimer:** Tandem Meetings staff may revise the date of the email launch if needed; the agreed upon send date is approximate

SPECIFICATIONS:

1. The logo or banner must be in JPEG or PNG format. A PDF or other image file cannot be used in place of a JPEG or PNG file
2. Maximum logo or banner width is 1300 W x 300 H
3. Graphic files should be optimized to render on mobile devices on a variety of vendor platforms (i.e., small image file sizes, alt. text for images, no animated GIFs, web-safe fonts, etc.)
4. Source code guidelines:
 - a. Background images cannot be used
 - b. Div tags cannot be used
 - c. Gradient images cannot be used
 - d. Source code sent directly in the body of an email cannot be used
 - e. Source code copied from Microsoft Office cannot be used
5. A corporate banner or logo containing company name may be included on any email blast
6. In accordance with CME Guidelines, any banner ad/logo containing product name and/or information may only be included on an email blast that does not contain any educational content

COMMUNICATION PARAMETERS:

1. **Data Analytics:** If data analytics are desired, you must include your own tracking links within the URL. The Tandem Meetings staff do not provide data analytics following the email blast being sent (i.e., no open rates or click-through rates will be provided)



2. **Unsubscribe:** In accordance with the law, an unsubscribe option must be included at the bottom of every email blast sent to the Tandem Meetings distribution lists. The Tandem Meetings staff will respect recipients' choice to opt out of Tandem Meetings communications. In addition, emails must contain the following language at the bottom of the message:

You are receiving this message because you are a member of the Tandem Meetings distribution list. The Tandem Meetings staff do not share your name with any third-party vendors but may send relevant information on behalf of ASTCT or CIBMTR. This email blast was sent on behalf of the 2025 Tandem Meetings of ASTCT & CIBMTR.

If you have any questions, please contact the Tandem Meetings Conference Office at TandemMeetings@mcw.edu.