

ADVANCE E-Blasts:

Target your e-message to qualified **ADVANCE** subscribers today.



LIST RENTAL RATES

TYPE	ADDRESSES	RATES (\$)
plain text	1-19,999	0.49 per address
graphics	1-19,999	0.59 per address
text or graphics	20,000-49,999	0.30 per address
text or graphics	50,000-99,999	0.25 per address
text or graphics	100,000+	0.22 per address

LIST MANAGEMENT RATES*

TYPE	ADDRESSES	RATES (\$)
match/omit	1-2,499	250/list
match/omit	2,500+	500/list

* If client provides us with names only — and not unique email addresses — **ADVANCE** will exclude all names on the rental list that are the same/similar (ex. John Smith, Johnny Smith, J Smith, etc.) to ensure that the correct person is not included in the mailing.

- All e-blasts are .html files
- Rates include design and build of .html file from client supplied components (text file, jpeg or .tiff graphics)
- Rates are ad agency commissionable when .html file is supplied by ad agency
- List rental volume discounts are per specialty
- Lists cannot be combined to meet the minimum
- Minimum order of \$1,000 per list based on net rates
- Frequency of e-blasts combines with electronic ads for contract fulfillment
- A production fee of \$300 per ad will apply when client/agency supplied .pdf files require .html conversion

E-BLAST PRODUCTION NOTES:

All .html files created by **ADVANCE** are built to be Outlook07 compatible, which targets the majority of email clients for best performance.

The **ADVANCE** production team will take every step possible to duplicate the look of the supplied .pdf files when converting to .html file; however, we reserve the right to alter the layout to adhere to Outlook07 guidelines.

CMYK print ads will be converted to RGB color standards. Note: Expect color variances between CMYK and RGB. RGB will typically have a brighter hue.

Provide all graphics as a .jpg or .tiff file at 72dpi at 100%

Fonts will be substituted to conform to Web standard fonts that maximize the legibility of .html files.

CALL: 800-355-5627

EMAIL: SALES@ADVANCEWEB.COM

VISIT: WWW.ADVANCEWEB.COM