



# Email Blasts

Reach more than 4,000 Medical Library Association (MLA) members and registered guests in the most effective and convenient way through our EMAIL BLAST SERVICE. This exciting year-round opportunity is a perfect way to carry your messages to key decision makers in the health sciences information field. Send your messages to us as HTML attachments, and we'll deploy them on the dates you choose.

## Terms:

- Desired week of blasts must be included with order. Blasts are sent only on weekdays. The total number of blasts per day may be limited.
- All messages are due 2 weeks prior to the first blast to [bradley@mail.mlahq.org](mailto:bradley@mail.mlahq.org).
- All messages are subject to approval by MLA. MLA reserves the right to reject any order.
- The distribution of the message to MLA's members does not constitute MLA's endorsement or approval of goods and services. MLA's name or logo should not be used in the message without MLA's prior written approval.

## Specifications (please share with your designer):

- HTML files for email blasts must be sent as attachments. Please do not forward your files or embed them in the body of the email to MLA, as this will result in formatting problems. Text-only email blasts may be sent as Word document attachments.
- Do not include opt-out information. MLA tracks opt-outs.
- Please host any images on your web server.
- Use absolute image links. The image tags should look like ``, not ``.
- Do not use a cascading style sheet (CSS) as part of your code. Non-web-based email programs (such as Outlook) cannot interpret CSS.
- Check your email blast by sending it through at least one email program before submitting. Files often look different in email programs than they do in a web browser.
- Pay attention to special characters—including “smart” quotation marks, en and em dashes, and non-English characters. These may not render correctly, resulting in a messy appearance.
- Please indicate which specific fonts you would like the text to be presented in. This avoids any problems that may occur with translation from editor to web.
- Maximum size is 32,512 HTML characters.
- Please leave space at bottom for MLA to add an opt out link.

## Email blasts sent the dates you choose:

Price: 1 message for \$3,980

2 messages for \$3,700 each

3 messages for \$3,470 each

## ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

TOTAL NUMBER OF BLASTS

BLAST DATES REQUESTED:

To reserve space, simply complete the order form and email to [bradley@mail.mlahq.org](mailto:bradley@mail.mlahq.org), or fax 703.556.7173.

**For assistance, contact Kathy Bradley, [bradley@mail.mlahq.org](mailto:bradley@mail.mlahq.org).**

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