

**2012
Group Message
Member Email**



Last year we introduced the monthly group email campaign and based on the positive feedback we received, we're continuing these options for 2012 at the same pricing. Our monthly group email campaign can promote your company, an event, or extend a special offer to our mailing list of approximately 10,000 business contacts (our members and non-members). There's room for four companies each month, with no limit on how many months you can book. We'll even track everything for you and report back with useful statistics including read-rates, click-throughs and more!

Advertising program is open only to Partner, Corporate and Business Builder members. RBA retains the right to determine users of this service and approve content. RBA retains the right to determine content for each monthly email.

**One Spot
in Monthly
Email
\$200**

- Please call for availability as dates are booked on a first-come, first-served basis.
- Company will submit requested information below with all required information and images (jpg or gif at 150 dpi or higher), with appropriate links, etc. no later than 4:30 p.m. **two weeks prior** to the scheduled send date.
- If information is not received by 4:30 p.m. that day, the contract is voided and we cannot guarantee another spot during the calendar year.
- RBA will submit a draft and obtain approval from the Company .



**Sample of
group member email**

Terms: Limit one ad space per month. All payments are due upon booking. Member must be in good standing of the RBA at time of booking and when the ad runs. Ad content must be related to the member company that booked it. Any cancellations must be received no less than 4:30 p.m. two weeks prior to send date.

Required information for email:

- Company logo, jpg or gif at 150 dpi or higher
- Headline/title for your advertisement
- Descriptive paragraph, about 50 words
- Links
- Company contact info (address, phone number, website)

Send all information via email to advertising@rballiance.com no later than two weeks prior to the send date. A proof will be provided before sending.