

**2011
Single Message
Member Email**



From creation to transmission, we can handle your email campaign with a custom-designed email to promote your company, an event, or offer to our mailing list of approximately 10,000 business contacts (our members and non-members). We'll even track everything for you and report back with useful statistics including read-rates, click-throughs and more! This is ideal for small companies with limited marketing resources. This opportunity has sold out each year due to its popularity, so reserve your spot now.

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

**One Email
\$400**

- Please call for availability as dates are booked quarterly on a first-come, first-served basis.
- Limit one (*individual* email campaign) per calendar year.
- Company will provide RBA message text (in Word), images (jpg or gif at 150 dpi or higher), 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. p.m. on that day, the contract is **voided** and we cannot guarantee another spot during the calendar year.
- RBA will design the email message and obtain approval from the Company unless Company wishes to provide working HTML code (all images must be globally hosted).
- The message will be sent to approximately 10,000 recipients.

Terms: 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. **one week prior** to send date.



Samples of custom-designed member emails