

## CAST™/Targeted E-Mail Campaign Specifications

Materials must be provided by the sponsor

Materials needed for your CAST Targeted Email Campaign Promotion:

1. HTML ("in line style" is required), please read the attached Email Design Basics/Specs very carefully.
2. Clients opt-out/unsubscribe link must be embedded in the HTML along with a physical address.
3. Text version of the e-mail including the opt-out/unsubscribe link
4. Subject Line
5. From Line (friendly from line; e.g. the company's name or person's name, not an e-mail address)
6. Suppression file of client's opt-outs/unsubscribes
7. Seed names and e-mail addresses of who needs to see the test and final blasts. We ask that only one of the seed names be responsible for sending final approval of the test blast to Neil Jenkins (Neil.Jenkins@ubm.com) or Emily Warner (Emily.Warner@ubm.com).

There is a 48 hour turn-around time for our E-media team to deploy, the turn-around time starts AFTER all the above materials are received. Important information regarding your CAST Targeted Email Campaign Promotion:

1. Deployment dates MUST be approved by UBM Life Sciences.
2. Suppressions due to any threshold limits will be deployed as priority the day after the initial blast. Threshold limitations can be avoided when securing deployment dates ahead of time.
3. Clients using UBM Life Sciences design services as part of their CAST program will have up to 2 revisions free of charge, there is a \$100 fee for changes thereafter and will run the risk of having to reschedule.
4. All HTML changes need to be made and approval sent back to Neil Jenkins (Neil.Jenkins@ubm.com) or Emily Warner (Emily.Warner@ubm.com).
5. 48 hours prior to scheduled deployment.
6. Test blasts are sent out at least one day prior to the final blast to ensure proper HTML rendering. HTMLs need to be approved by the client prior to the test blast. Copy or design changes to the HTML after the test blast will result in a \$100 fee AND will run the risk of having to reschedule.
7. Client needs to send approval of the test blast to Neil Jenkins (Neil.Jenkins@ubm.com) or Emily Warner (Emily.Warner@ubm.com). by the end of the day in which it was received in order to ensure the scheduled deployment date. Please have one seed name designated to give approval.
8. Email deployment reports will be sent to the sales representative 72 hours (3 days) after the blast.