

411 Email Alert Campaigns



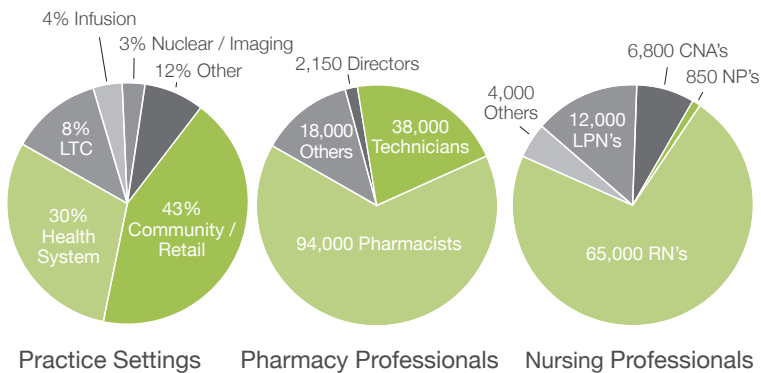
For employers and service providers, 411 Email Alerts are the fastest and most efficient way to reach your targeted audience. Since 2003, RXinsider has been an established leader in the development and launching of brand-building and lead-generating email blast campaigns. Our proprietary email database is updated daily and contains more than 250,000 healthcare professionals.

Job Alerts

Continuing Education Alerts

Product & Service Alerts

Surveys



Features

- DESIGNED and LAUNCHED by the RXinsider Design Team
- 24 to 48 hour turnaround time from design to launch
- Attentive and knowledgeable customer service
- High retention rates by recipients lengthening your campaign life-cycle
- Multiple forwards by recipients broadening your campaign reach
- More cost effective than direct mail

Benefits

- Immediate branding exposure
- Reach a passive vs. active audience (jobs)
- Targeted messaging
- Inquiry and lead / contact generation
- Measurable results (opens & clicks)

Practitioner Types	Email Address Count
Pharmacy	Contact Us
Nursing	Contact Us
Informatics / Coders	Contact Us
Therapists / Allied	Contact Us
NP's & PA's	Contact Us

411 Email Alert Campaigns	Investment
JC2001 1 Blast / Tier 1 State	\$599
JC2002 1 Blast / Tier 2 State	\$799
JC2003 1 Blast / 3 - 5 States	15% discount off list price
JC2004 1 Blast / 6 - 10 States	25% discount off list price
JC2005 1 Blast / 11 - 20 States	\$5500
JC2006 1 Blast / Nationwide	\$8500
JC2007 COMBO: 1 Job EXPO Posting & 1 Tier1 Email Blast	\$998
JC2008 COMBO: 1 Job EXPO Posting & 1 Tier2 Email Blast	\$1198
JC2009 Nationwide (Pharmacy Directors)	\$2300
JC2012 Custom Package	Contact Us

411 Email Alert Campaigns (Bulk Point Packages)	Investment
JC2021 10 Point Package	\$5500
JC2022 20 Point Package	\$10,900
JC2023 30 Point Package	\$14,900
JC2024 Custom Package	Contact Us
JC2025 4 Multi-State Blasts Per Year (Max 10 States Each)	\$11,600

411 Email Alert Campaign - Specifications

Copy

1 Email Subject Line: Maximum of 35 characters

Body: Copy should be brief and to the point

Supported Text Formatting:

- Bullets, line breaks, italics, bold
- Small, medium & large point size
- Color, hyperlinks

Acceptable file formats:

- .html, .doc, .docx, .txt, .rtf

Graphics

2 Banner Width & Height:

- Max width - 600 or 800 pixels
- Max height - 150 pixels recommended

If you are providing a single image as the entire email:

- Max width - 600 or 800 pixels

Graphics may be supplied in the following formats:

- .html, .jpg, .gif, .eps, .png, .pdf, .psd, .ai, .tiff

Tips

Graphics:

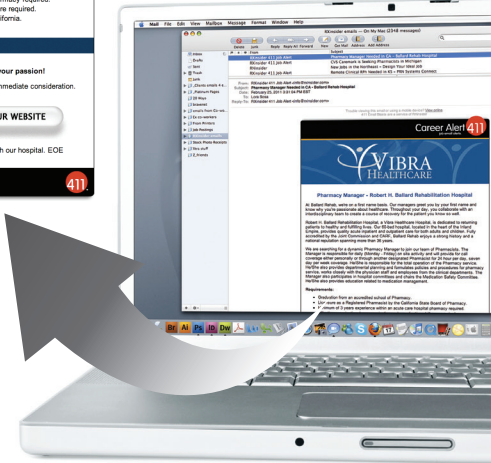
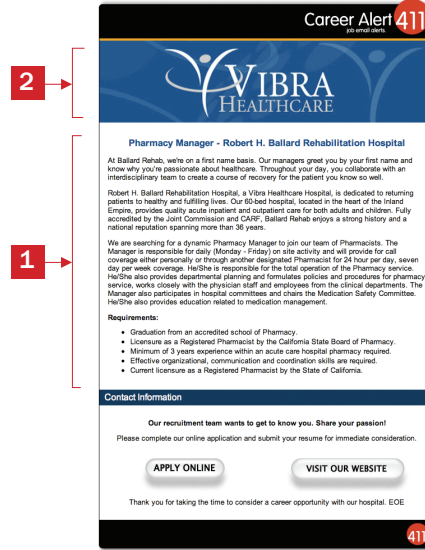
- We recommend not sending the email as a single graphic due to spam issues.
- It's best to provide us with the email in a text format to avoid any spam issues upon delivery.

Copy:

- Create a compelling and specific email subject line.
- Recipients typically scan rather than read content word for word. Incorporate short blocks of text and bullets.
- We recommend starting the email with a compelling title and a brief paragraph about your company. Then information about the subject of the email followed by your contact information.
- Contact your sales representative for examples and consultation.

Submission:

- Please submit your email campaign content via email to your sales representative.



Custom/Bulk Program Details

Design/Development:

The RXinsider Design Team will develop one email blast template which includes the following:

- Header graphic
- Layout and formatting of the body copy (text)
- Additional custom work may incur a design fee (ask your sales representative for details)
- NOTE: All email blast campaigns must include RXinsider's standard header, footer, and opt-out copy

Tier1 States (requires one point each):

AR AK CT DE DC HI ID IN IA KS KY LA ME MN MS MT NE NV NH NM ND OK OR RI SC SD UT VT WV WI WY

Tier2 States (requires two points each):

AL AZ CA CO FL GA IL MA MD MI MO NC NJ NY OH PA TN TX VA WA

Multi-state Packages: (4 multi-state email blasts per year)

- RXinsider will launch a total of four multi-state blasts per year with a maximum of 10 states per blast.
- Template Development: One time design of a company email template including: header graphic & body layout. Custom and additional template development may incur an additional design fee.