



# Email/Mailing List Instructions

Bethesda List Center

# Please Note

- Each copy must display the required disclaimer. Please add the disclaimer to the message prior to submitting for approval: This is being sent on behalf of (Name of Sponsor) and is not part of the ASMBS 2024 Annual Meeting as planned by the American Society for Metabolic & Bariatric Surgery. This company is neither sponsored nor endorsed by ASMBS.
- All mentions of the event should be displayed as follows:
  - ASMBS 2024 Annual Meeting
  - 40th ASMBS Annual Meeting

*Note:* For subject lines and preheader text which are both subject to length restrictions, you may use ASMBS AM24.

# Mailing List Instructions

- Please allow up to one week for approval of your mailing.
- All messages must be approved by ASMBS (you can submit your copy here in advance or upload it with your order.)
- All marketing materials are subject to approval prior to distribution and must display the following disclaimer: This is being sent on behalf of (Name of Sponsor) and is not part of the ASMBS 2024 Annual Meeting as planned by the American Society for Metabolic & Bariatric Surgery. This company is neither sponsored nor endorsed by ASMBS.
- All mentions of the event should be displayed as follows: ASMBS 2024 Annual Meeting or 40th ASMBS Annual Meeting.
- All mailing lists must be sent directly to your mail-house/printer.

[Submit Order](#)

Please Note: This is not the form you already completed when you registered and/or paid. This form provides the necessary information required to fulfill your mailing list order.

# eBlast – Reserve eBlast Date

**For Email Deployments:** Reserve your date(s) for deployment as early as possible to secure the date and time you want.

Please keep [cutoff dates](#) in mind when requesting dates.

Reserve Date

# Submit Message For Approval

- All marketing materials are subject to approval prior to distribution. This step is not required, but encouraged if you have a copy of your email earlier than your order cutoff date.
- Each copy must display the required disclaimer. Please add the disclaimer to the message prior to submitting for approval: "This is being sent on behalf of (Name of Sponsor) and is not part of the ASMBS 2024 Annual Meeting as planned by the American Society for Metabolic & Bariatric Surgery. This company is neither sponsored nor endorsed by ASMBS."
- All mentions of the event should be displayed as follows: ASMBS 2024 Annual Meeting or 40th ASMBS Annual Meeting. Note: For subject lines and preheader text which are both subject to length restrictions, you may use ASMBS AM24.
- Opt-Out Statement is provided. You are not required to add one.

Submit Message

# Prepare For Your eBlast (Order)

**Email Message:** All messages must be in .HTML format. A text version is requested, but not required. If you require assistance with creating your message in HTML format, please contact us for more information.

**HTML Version:** (.html file format). All images should be hosted. Image hosting is available for a small additional fee.  
**Plain text version:** no dynamic links (they should all be spelled out), no images or special characters. (.txt file format). This is not required but is suggested for recipients that have high-security settings and only receive plain text messages.  
**From Line:** The from line of each message will say: ASMBS on behalf of Your Company Name Here

**Subject Line:** Create a subject line for your message. You are encouraged to keep it under 44 characters to avoid truncating on computers. The maximum for mobile devices would be 25-30 characters.

**Snippet/Pre-Header Text:** When viewing an inbox, an email snippet is the very first line of text that your email recipient will see, following the email subject line. Some good practices when determining your snippet:

- Snippets should remain between 30-80 characters in length.
- They should be a continuation of the subject line.
- Include a specific, actionable CTA to encourage readers to open the message.

**Seeds/Decoy Email Addresses:** Email addresses for yourself and colleagues (if requested). These email addresses will be used to send a test of each message for approval as well as the final deployment of your message. Addresses are added to track delivery and quality.

**Opt-Out Statement:** Provided by vendor. You are not required to add one.

# Place Your Order

- All submissions should be sent at least one week in advance of your scheduled deployment date.
- This form simply requests the information needed to setup your eblast for testing and deployment.
- Opt-Out Statement is provided. You are not required to add one.
- Each transmission includes 2 test messages. Additional tests will incur an additional fee per test.
- Creative services are available. Fees will apply to convert messages to HTML or remove coding from a 3rd party system. [Inquire for details.](#)
- Transmission reports will be sent for each eblast after the event.

Order

*Please Note:* This is not the form you already completed when you registered and/or paid. This form simply requests the information needed to setup your eblast for testing and deployment.

# General HTML Guidelines

- Opt-Out Statement is provided. You are not required to add one.
- The width of your emails should be 600-800 pixels. This will display better on most clients.
- Keep your design simple. Try to use grid-based layers and avoid coding that requires HTML floats or positioning (such as CSS).
- Background images generally do not load on most email clients.
- Make sure you include actual text. You should not design an email that's basically one large, sliced-up image. These types of messages tend to perform poorly.
- Do not include your from line, subject line, or snippet (pre-header text) on the HTML file unless you want it displayed on the email message.
- Most email clients only read specific fonts. If you have your own font, you should limit that to your logo or any text you add to images. Widely supported fonts include Helvetica, Arial, Arial Black, Comic Sans, Courier New, Georgia, Impact, Charcoal, Lucida Console, Lucida Sans Unicode, Lucida Grande, Palatino Linotype, Book Antiqua, Palatino, Tahoma, Geneva, Times, Times New Roman, Trebuchet MS, Verdana, Monaco.
- Avoid elements that require Flash or JavaScript. If you would like animation or movement in an email, a .gif is your best bet.
- Don't forget about mobile devices. People are opening emails on mobile devices more and more each day. Your email should be readable on these devices and look close to the desktop version. Make sure links are clearly visible and can easily be clicked on as well.

# Email Marketing Guidelines

All marketing materials are subject to approval prior to distribution and must display the following disclaimer: This is being sent on behalf of (Name of Sponsor) and is not part of the ASMBS 2024 Annual Meeting as planned by the American Society for Metabolic & Bariatric Surgery. This company is neither sponsored nor endorsed by ASMBS.

All mentions of the event should be displayed as follows: ASMBS 2024 Annual Meeting or 40th ASMBS Annual Meeting. Note: For subject lines and preheader text which are both subject to length restrictions, you may use ASMBS AM24.

All orders must be submitted one week in advance of your approved transmission date.

Each transmission includes 2 test messages. Additional tests may incur a fee per test.

Creative services are available. Fees will apply to convert messages to HTML or remove coding from a 3rd party system. [Inquire for details.](#)

Opt-Out Statement is provided. You are not required to add one.

# Additional Information

If you have any questions or require assistance, please contact:  
Barbara Higgins at [bhiggins@bethesda-list.com](mailto:bhiggins@bethesda-list.com)

Links:

[ASMBS AM24 HOME](#)

[DATE REQUEST](#)

[MESSAGE APPROVAL](#)

[ORDER](#)

[ORDER CUTOFF DATES](#)

[INSTRUCTIONS](#)