## INFORMED INFRASTRUCTURE The magazine for civil & structural engineers

### **SPONSOR UPDATE EMAIL BLASTS**

### **AGA ES eblast 12-28-18**

Engineered Solutions: Transcending Time - Hot-Dip Galvanized Steel... December 28, 2018, 10:00:03 AM

Unique Open Rate	14.59%
Unique Total	2764
Gross Open Rate	18.55%
Gross Open Total	3514
Unique Click Total	907
Unique Click Rate	32.81%
Gross Click Rate	31.39%
Gross Click Total	1103
Informed Sponsor	18,946

**Bentley Institute eblast 12-19-18** Free online learning for Structural Engineers this month!

December 19, 2018, 7:00:03 AM

Unique Open Rate	14.80%
Unique Total	2863
Gross Open Rate	22.32%
Gross Open Total	4317
Unique Click Total	927
Unique Click Rate	32.38%
Gross Click Rate	49.13%
Gross Click Total	2121
Informed Sponsor	19,342

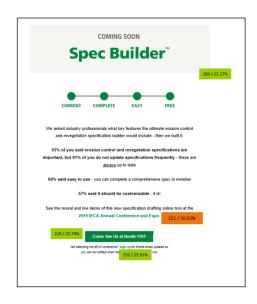
#### Profile eBlast 1-31-19

Introducing: A Better Way to Build Erosion Control Specs January 31, 2019, 10:00:03 AM

Unique Open Rate	17.43%
Unique Total	3519
Gross Open Rate	22.95%
Gross Open Total	4633
Unique Click Total	849
Unique Click Rate	24.13%
Gross Click Rate	43.71%
Gross Click Total	2025
Informed Sponsor	20,190









# **Sponsor Update Email Blast**

Deliver your custom call-to-action message to our *Informed Infrastructure* Sponsor Update list! This targeted group of subscribers, derived from our *Informed Infrastructure* eNewsletter list, is created specifically for your e-mail marketing message. Intended solely for call-to-action efforts, informative marketing, new product releases, and more, this advertising venue allows you to tailor your message from initial copy to layout. The V1-Media team can work with you on a custom design or you may submit your own HTML file.

### PRICE/eMAIL: \$3,500

**Option A: Client-supplied HTML** — Ideal for advertisers that have their own in-house design or production resources

- HTML file size: 40 KB maximum.
- HTML file dimensions: Unlimited, though a maximum, table-constrained width of 780 pixels is suggested.
- File may be supplied as a standalone HTML document (.htm) or text document (.txt).
- These file types are not acceptable: desktop publishing (.qxd, .vp, .indd, etc.), word processing (.doc, .wp, etc.), forwarded e-mails, and layered or vector art which requires conversion to an e-mail format (.psd, .eps, etc.).
- The following elements may not be included in the e-mail: JavaScript, forms, Flash animations, dvnamic ads.
- There is no restriction on the number, size, and types of images you may use.
- Images must be hosted by the client on a publicly viewable web server. We reserve the right to determine the appropriateness of all images. Should the client wish to make a change to an image after an e-mail is sent, the client must first receive approval from V1-Media.
- E-mail must be supplied "ready-to-go."
- If an e-mail was previously used by the client, all header and footer information must be removed.
   V1-Media will append header and footer information that identifies the message as a commercial e-mail and the sender as V1-Media.

- Alterations to the e-mail, if not supplied as "ready-to-go," will be charged to the client at the rate of \$120/hour (one-hour minimum). Client approval will be sought before work commences.
- To reduce the chance of delays or errors, please send all
  of your materials in one communication. When you're
  ready, e-mail your HTML file, subject line, any suppression file or seed list, and any additional instructions to the
  V1-Media materials contact.

### Option B: V1-Media HTML creation

Are you short on design or marketing resources within your firm? Try this economical solution!

NOTE: Additional charges apply, contact your sales director for details.

- The content, links, and graphics must be supplied by the client to V1-Media.
- Images must be supplied as separate web-ready GIF or JPG files at 72 dpi.
- Text may be provided in electronic text format (Microsoft Word).
- The layout must be provided by the client. Guidelines or references should be supplied (ex: a PDF of an existing marketing piece, a Word document that marks the placement of the content and images). V1-Media will work to replicate the layout. There is no guarantee that V1-Media can duplicate or recreate a supplied layout.

### TIPS/SUGGESTIONS

- Avoid using words such as "Free" or "Click Here" as these may cause the e-mail to be marked as SPAM.
- Please provide any opt-out list to V1-Media as a .csv file with clear instructions.
- If using Option A, check the HTML file before submitting it to V1-Media. The file should be complete and ready-tosend. Multiple submissions of corrections may result in an additional fee.

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