

**2019 NANS Annual Meeting  
January 17-20, 2019  
Las Vegas**



## **2019 NANS E-Blast Specifications and Guidelines**

### **Blast Email Guidelines:**

1. NANS must approve the content of all blast e-mails sent to NANS members on behalf of an external party. Content must fit properly using the submission instructions and specifications outlined below.
2. All orders are subject to approval based on criteria set forth in NANS policy on blast e-mails. NANS reserves the right to refuse or accept any blast e-mail requests for any reason.
3. Materials must be sent **2 weeks** prior to your scheduled blast date for testing and approval. You will receive one reminder email. Delivery is contingent on this policy.
4. A test blast e-mail will be sent to the requesting company and must be approved within 24 hours of receipt.
5. Blast e-mails will be sent according to NANS policy. Requests will be handled on a first-come, first-served basis.
6. Please note that all materials will be input into a preset template containing the NANS header at the top and disclosures at the bottom.
7. NANS also enforces a policy that limits the number of sponsored messages that your organization is able to send to members. The maximum number of sponsored e-blasts is two per meeting and no more than one per week leading up to the meeting.

### **E-mail From HTML Code:**

- Maximum width of 650 px
- 1,000 words or less
- Maximum file size of 150K
- Hyperlinks included

### **Required Materials:**

- HTML Code
- Subject line denoting affiliation with NANS (ex. Join your company at the 2019 NANS Annual Meeting)
- PDF of final copy
- Text copy

*\*All e-mail platforms interpret code somewhat differently. While we may be able to tweak an item that renders incorrectly on one platform or another, there may still be differences in spaces and appearance based on e-mail clients, devices, and browsers.*

### **E-mail From Text:**

- 1,000 words or less

- Maximum image width is 650 px
- Valid image file types include bmp, jpg, jpeg, gif, and png
  - If you would like an image or logo in the body of the email, indicate the placement using [insert image here] as a placeholder in the copy.
- Hyperlinks included in text copy

**Required Materials:**

- Word document with text and hyperlinks
- Subject line denoting affiliation with NANS (ex. Join your company at the 2019 NANS Annual Meeting)
- Images to be included

If you have any additional questions or require any additional information, please do not hesitate to contact our office.

In order to schedule an e-blast, submission of the Commercial Support Form and receipt of payment must be confirmed. To schedule an e-blast, please email Chris Schroll at [cschroll@neuromodulation.org](mailto:cschroll@neuromodulation.org).