

E-Blast

Overview

Driving traffic for a particular product or special offer by renting *The Hearing Review's* e-mail list gives you the opportunity to own the message and not share that e-mail with anyone else. It's 100% yours timed to meet your specific needs for product launches or special offers that have expiration dates. So renting our list delivers that sense of urgency for recipients to click on your offer driving traffic to your product or coupon page. Available dates are limited so please contact Dana McLain at dmclain@allied360.com for open inventory.

Program Features

Multisponsor \$400 per listing | \$100 production charge

- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

Third Party \$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list and preferred method of asset provision

Specs

| | Dimensions | File Size | Format |
|-------|------------|-----------|-------------------|
| Image | 800x600 | 200k max | Static jpg or gif |
| HTML | 800x600 | 200k max | Incline CSS only |

SPECIAL INSTRUCTIONS: Full URL for all links and image source files

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otometrics

- Modular module with integrated VNA supports every component and diagnosis of hearing loss in children
- Integrated QuickSH[™] and UPear[™] functions enhance the ability to estimate real-world hearing and hearing ability
- Tinnitus module sets new standards for tinnitus care
- Improved workflow and clinical setup with OTOsuite, a future proof solution
- Seamless integration with DDM and your EMR decision and hearing ability

Learn more: www.audiologysystems.com/astera2