

Thank you for your support of NSGC. Please see below for information regarding fulfillment of your sponsored email message.

Specifications for Providing Email HTML for NSGC Sponsor Emails

- All emails will include the following language at the top of the message, which will be added in by NSGC:
 - *The message above is a paid advertisement and the National Society of Genetic Counselors does not represent or endorse the accuracy of the information or the products or services described.*
- Emails sent on behalf of NSGC Partners will be identified as such in the “From” portion of NSGC emails and the subject line for all sponsored emails will be: A message from [PARTNER NAME], an NSGC Partner
- Our preference is to receive all sponsored emails as source code (HTML) contained within a .txt file. It is recommended that the email width be no greater than 600 pixels. Additional guidelines for source code submission include:
 - Sponsor emails should use inline CSS vs. <style> tags
 - We recommend the use of tables for layouts, as well as using web-safe fonts and including fallback fonts in your font-family declarations to ensure text displays properly.
 - All images must be sourced on the vendor’s website; NSGC will not host any images.
 - Source code must include full sourcing information for all images. (Note: Some email/HTML platforms truncate image sourcing; please double-check to ensure complete image sourcing information is included in source code.)
 - Source code must include </body> and </html> tags at the very end of the email (not higher in the code).
 - Emails may not include personalization (e.g., “Dear <firstname>”)
- If unable to provide source code/HTML, NSGC will provide a standard template that can be used for sponsored emails that will use the following guidelines:
 - Entire email will be in Arial font face
 - One H1 (large) header in 18pt, bold, centered
 - As many H2 (medium) headers as indicated in copy, 16pt, bold, centered
 - All body copy in 14pt, left aligned, with all body copy links underlined and in NSGC blue color
 - Inclusion of company logo (if desired) right aligned within first body copy paragraph
 - Inclusion of one button call to action – square, centered and in NSGC blue color
 - All email copy must be provided in a word document; company logo can be provided as separate attachment as a .JPG or .PNG file type

Scheduling, Testing and Sending

- All emails must be scheduled in advance. NSGC does not send more than three sponsored emails per month to our members.
- The sponsor will identify a target month and week for the list rental to be deployed, and NSGC staff will provide a recommended date for fulfillment based on availability. NSGC staff will make all reasonable efforts to accommodate requests for specific delivery dates. Scheduling is conducted on a first-come, first-served basis.
- NSGC aims to distribute all sponsored emails by 2:30 p.m. CT on the scheduled date of distribution
- Each email deployment includes one round of source code importing and email and one round of edits to source code and/or subject line; any corrections to source code requires partner to send a new .txt file with complete new source code – NSGC will not make any edits or changes to source code provided
- If additional rounds of edits are required, the sponsor will be charged a \$150 fee per additional round
- Source code and subject line must be received 15 business days (3 standard weeks) before sponsor's scheduled email delivery date; if the email is not received by this time, the email must be rescheduled.
- NSGC staff will forward one test email to sponsor no less than five business days before the scheduled delivery date.
- Sponsor must provide written approval via email before NSGC will send out the sponsored email.

Additional Considerations

- NSGC will not provide member records to an outside organization. NSGC may make its electronic list available in fulfillment of top-tier sponsorship; however, the execution of the rental must be handled by NSGC, so that the sponsor does not handle data.
- NSGC respects members' choice to opt out of non-NSGC communications; these individuals will not be included in email distributions.
- NSGC will not offer electronic mailing access to its membership list during the week of its Annual Conference or the week of Genetic Counselor Appreciation Day.
- All list counts provided by NSGC are approximate and subject to change.
- NSGC's liability for any damages or losses incurred through the use of any NSGC list is limited to the actual cost of the NSGC list paid by the renter, and constitutes liquidated damages for any liability.

By engaging in a sponsorship agreement with NSGC, the sponsor agrees to the specifications and policies noted within this document.