



Dedicated E-Blast Guidelines and Requirements

Specifications for Providing Information for Fulfillment of ONS Email List Rentals

- Broadcast email must be provided as an HTML file.
 - This content/source code must be provided to ONS 14 days in advance of the date the email will be distributed.
- Email should be thought leadership content/learning opportunity, not just a product ad.
- Your source code must include the following:
 - All emails must include the following language at the top of the message: *The following message is a paid advertisement from an ONS sponsor or supporter.*
 - All emails must include the following language at the bottom of the message: *If you no longer wish to receive emails from ONS supporters, update your email preferences below. Note that you will no longer receive any ONS emails if you choose to "unsubscribe."*
 - **All images must be sourced on list renter's website; ONS will not host images included in broadcast emails. 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).
 - Please note that ONS will not make any edits or additions to the source code.
- Emails may not include personalization (e.g., "Dear <firstname>")
- The list rental fee includes one round of source code importing, email testing, and sending to the ONS members and non-members email list. Any corrections to source code require partner to send a new HTML file with a completely new source code.
 - The vendor will be required to provide payment for any additional fees incurred before the email is delivered to ONS members.
 - If edits arrive to ONS staff less than five business days before the scheduled send date, the email must be rescheduled.
 - If the vendor decides to cancel the list rental less than 21 days prior to deployment, full payment will still be due.

After you've confirmed that your email complies with the requirements specified above, email attached HTML file containing complete source code, along with subject line, to Allison Norris at anorris@smithbucklin.com.

Scheduling, Testing and Sending

- All emails must be scheduled in advance. According to the ONS List Rental Policy (see page 3), ONS will not send more than four sponsored emails per week to its members and those emails will be distributed on weekends. The list renter will identify a target week for the list rental to be deployed, and ONS staff will provide a recommended date for fulfillment based on availability. ONS staff will make all reasonable efforts to accommodate requests for specific delivery dates. **Scheduling is conducted on a first-come, first-served basis.**
- Source code and subject line must be received at least seven days before list renter's scheduled broadcast email delivery date.
- The "From" field will be displayed as "ONS Supporter"
- ONS staff will forward one test email to list renter no less than one day before the scheduled delivery date.
- List renter must provide written approval via email before ONS will send email.

Please review the ONS List Rental Policy for complete regulations governing ONS list rentals.



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ONS List Rental Policy

In accordance with the Oncology Nursing Society's Privacy and Usage of Membership Database policies, this List Rental Policy governs the frequency and types of electronic communications that members receive and protects the association and its members from unauthorized use of member data.

- ONS will not provide member records to an outside organization. ONS may make its list available for limited rental; however, the execution of the rental must be handled by ONS, for electronic list rentals, so that the renter does not handle data.
- In accordance with the law, an unsubscribe option must be included at the bottom of every email distributed to the ONS list. In addition, emails must contain the following language at the top of the message: The following message is a paid advertisement from an ONS sponsor or partner.
- Unless stated otherwise in the list-rental contract, all rentals of the ONS member list are for one-time use. The list renter acknowledges and agrees that the ONS list — and any portions thereof — are the exclusive property of ONS.
- Upon confirmation of electronic list rental — i.e., full payment for list rental — renters must work with ONS staff to schedule a specific delivery date for each electronic communication. The master electronic communications schedule is designed to ensure that ONS members receive no more than four emails per week from outside organizations affiliated with ONS.
- ONS staff must review and approve all electronic communications before distribution. Design and source-code files for HTML-based messages must be submitted no less than seven days before the scheduled distribution date. ONS reserves the right to edit for accuracy, clarity and style; or to refuse permission for delivery if message is deemed unsuitable by ONS.
- ONS will respect members' choice to opt out of non-ONS communications; these individuals will not be included in list rentals.
- ONS reserves the right to "seed" its lists using decoy names to protect against unauthorized use.
- All list counts provided by ONS prior to provision of actual list are approximate and subject to change.
- ONS' liability for any damages or losses incurred by list renter through the use of any ONS list is limited to the actual cost of the ONS list paid by the renter, and constitutes liquidated damages for any liability.
- The list renter understands that ONS enforces a NO-RETURN POLICY. Once an order has been approved and processed, no refunds or credits will be granted. If the vendor decides to cancel the list rental, full payment will still be due.

By engaging in a list rental agreement with ONS, the list renter agrees to the specifications and policies noted within this Document.