

# ELECTRONIC MEDIA RATE CARD

## ARMA International E-newsletter Sponsorship

Generate leads by sponsoring one of our monthly E-newsletters. Sponsorships are exclusive by month for each newsletter. Text or html creative\* is accepted, along with a link to your webpage or offer. E-newsletters are posted on the ARMA International website after they have been sent out for additional viewing opportunities.

E-newsletters include:



### • InfoPro Online

- Member news about association activities and the profession
- E-mails to approximately 9,000 members one time per month.
  - 54% open rate
  - 47% forward rate for additional exposure of approx. 2,200
  - \$2,700/month



### • Canadian Policy Brief

- Reports on regulatory activities and issues in the federal capital of Canada
- E-mails to approximately 10,000 members one time per month.
  - 32% open rate
  - 52% forward rate for additional exposure of approx. 2,000
  - \$800/month



### • Information Management NewsWire

- An analysis of the top stories in managing records and information
- E-mails to approximately 14,000 (members and non-members) one time per month.
  - 46% open rate
  - 50% forward rate for additional exposure of approx. 3,200
  - \$3,600/month



### • Global Policy Brief

- News and analysis on global legislation and regulations affecting information management
- E-mails to approximately 21,000 members one time per month.
  - 28% open rate
  - 60% forward rate for additional exposure of approx. 3,500
  - \$3,240/month



### • Washington Policy Brief

- Reports on legislative and regulatory activities and issues in Washington, D.C.
- E-mails to approximately 17,000 (members and non-members) one time per month.
  - Members: 49% open rate, 40% forward rate
  - Non-members: 22% open rate, 58% forward rate
  - \$3,600/month



### • Marketing RIMinder

- Promotes the importance of records & information management for ARMA International members as they promote RIM within their organizations
- E-mails to approximately 9,000 members 6 time per year.
  - 46% open rate
  - 50% forward rate for additional exposure of approx. 2,100
  - \$2,700/month

### Materials Needed

- Text or html copy

\*All copy and creative is subject to approval by ARMA International.

### Contact

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## General Conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof and that the advertisements will not violate the rights of any third party. In consideration of such publication, advertiser and its agency agree to indemnify, defend, and hold harmless ARMA International against any expense, claim, or loss arising out of publication or any breach of advertiser's representations or warranties.

All advertisements are subject to acceptance by ARMA International and must conform to the policies that apply to the website. ARMA International reserves the right not to accept any advertisement or space reservation and not to commit to specific position requests.

Positioning of advertisement is at the discretion of ARMA International except when a request for specific preferred position is agreed to in writing by ARMA International.

Artwork must arrive at ARMA International at least 10 days prior to online date.

Subject matter, size, wording, illustration, and typography of all advertising is subject to ARMA International's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against ARMA International.

All accounts must be paid in full before going live.

Cancellations or changes in order will be honored only if received in writing 30 days prior to scheduled publication date and accepted by an authorized representative of ARMA International.

Cancellations received in writing by ARMA International prior to going live may be eligible for a refund of up to 50% of the space reservation fee paid to date. Cancellations received after going live will not be eligible for a refund.

Those accounts that are outstanding for 30 days or more will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 120 days will be turned over to a collection agency.

ARMA International will not be liable for any costs or damages (including incidental or consequential) if, for any reason, it fails to post any advertisement. ARMA International's liability for any error or omission, in whole or in part, will not exceed the cost of the advertisement as quoted on the ARMA Online Rate Card.

Advertisers and their agencies are liable for all payments due ARMA International.

No conditions other than those set forth on this Placement Request Form will be binding on ARMA International unless specifically agreed to in writing by ARMA International.

ARMA International makes no representation, warranty, or guarantee of consumer responsiveness or hits on ARMA's website.

Renewals for banners and weblets must be renewed within 30 days of expiration, or ARMA has the option of releasing the space to another advertiser.

## Commissions

All rates for advertisements on ARMA Online Rate Card are noncommissionable.