



# MLA'17 Dream Dare Do

MAY 26-31 • SEATTLE, WA  
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Medical Library Association Annual Meeting & Exhibition

## Preregistrant Email Blasts!

Reach preregistered MLA '17 attendees in the most effective and convenient way through our email blast service. This exciting opportunity is a perfect way to distribute invitations, special offers, and other information related to MLA '17 in Seattle. Send your message to us as an HTML attachment, and we'll do the rest. Emails can be sent from May 1 through May 19, just before most attendees leave for the meeting.

### Email blasts sent the weeks of May 1, May 8, and May 15

Price: 1 message for \$3,600  
2 messages for \$3,100 each  
3 messages for \$2,700 each

#### Terms:

Desired week of blasts must be included with order. Blasts are sent only on weekdays. The total number of blasts per day may be limited.

All messages are due together 2 weeks prior to the first blast to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).

All messages are subject to approval by the Medical Library Association (MLA). MLA reserves the right to reject any order.

The distribution of the message to MLA's members does not constitute MLA's endorsement or approval of goods and services. MLA's name or logo should not be used in the message without MLA's prior written approval.

#### Specifications (please share with your designer):

- HTML files for email blasts must be sent as attachments. Please do not forward your files or embed them in the body of the email to MLA, as this will result in formatting problems. Text-only email blasts may be sent as Word document attachments.
- Do not include opt-out information. MLA tracks opt-outs.
- Please host any images on your web server.
- Use absolute image links. The image tags should look like ``, not ``.
- Do not use a cascading style sheet (CSS) as part of your code. Non-web-based email programs (such as Outlook) cannot interpret CSS.
- Check your email blast by sending it through at least one email program before submitting. Files often look different in email programs than they do in a web browser.
- Pay attention to special characters—including "smart" quotation marks, en and em dashes, and non-English characters. These may not render correctly, resulting in a messy appearance.
- Please indicate which specific fonts you would like the text to be presented in. This avoids any problems that may occur with translation from editor to web.
- Maximum size is 32,512 HTML characters.

### ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

TOTAL NUMBER OF BLASTS

BLAST WEEKS REQUESTED: CHOOSE FROM THE WEEKS OF 5/1, 5/8, OR 5/15

To reserve space, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org), or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



For other MLA marketing opportunities, visit  
[www.mlanet.org/marketing](http://www.mlanet.org/marketing).