



Email Advertising Opportunity Guidelines – SCT

[Quantity/Frequency](#)

SCT will send one blast email on behalf of your company to our entire membership list, approx (1,200 individuals).

To maintain the integrity of our email communications with SCT members, SCT will send only one blast email advertisement per month. This is not one email per advertising company per month, this is one email (period) per month, for a potential total of 12 emails per year. SCT does not wish to enter into an exclusive advertising agreement with any one company, so requests for all 12 months from one company will not be considered.

The advertiser can request a certain day within the month on which their advertisement is to be sent. We cannot, however, guarantee at what time of day the message will be sent. (e.g. Request can be for April 11, but not 2:00 PM on April 11.)

[Review/Approval](#)

Content of your email advertisement will be reviewed and approved by the Executive Committee of the SCT Board of Directors.

This group meets every Monday, so your advertisement must be submitted for review at least one week before your request for distribution.

[Disclaimers](#)

Your email advertisement will be part of an email template that contains a header message explaining that this is a paid advertisement being sent to all SCT members with the permission of SCT. (See attached sample.)

By law, this advertisement email must contain an opt-out message from receiving further emails of a commercial nature.

We don't copy the advertiser on the actual email but rather forward the ad to them once it has been sent to the group.

[Composition of Ad](#)

The advertisement may contain:

- Company logo and tagline (low res image)

- Company URL (hyperlink)
- Company email address (hyperlink)
- Physical address, telephone or social media contact information

We suggest that advertisers use bit.ly or another email tracking service to track click-thrus and source of visitors, since SCT distributes the ad using standard Outlook email and does not provide such tracking services.

Text should be limited to about 250 words to increase readability and effectiveness of message.

Images and photos embedded in the ad should be as small files as possible so as not to increase the size of the email and result in possible rejection from recipient email servers, etc. SCT's technology team may advise if files sizes are too large, etc.

Cost

For each email to be distributed to the full SCT mailing list (minus those who have opted out of such emails) is \$1,000 per email blast. At this time, SCT is not offering a package rate on email blasts.

The one email per month will be assigned on a first-come first-served basis so far as when payment is received by SCT.