

E-Newsletter Sponsorship

Now, you can reach ARMA International's audience through e-mail. Generate leads and reach up to **25,000 information governance and information management professionals** by sponsoring one of our five monthly e-newsletters!

Monthly E-Newsletters averages:

42%
Open Rate

49%
Forward Rate

16,375
Average Readership

The Options:



• InfoPro Online

Member news about association activities and the profession

- Mailing List: 14,000 members
- 54% open rate
- 47% forward rate
- \$2,700/month



• Canadian Policy Brief

Reports on regulatory activities and issues in the federal capital of Canada

- Mailing List: 27,000+ members
- 32% open rate
- 52% forward rate
- \$800/month



• Information Management NewsWire

An analysis of the top stories in managing records and information

- Mailing List: 27,000+ members
- 46% open rate
- 57% forward rate
- \$3,600/month



• Global Policy Brief

News and analysis on global legislation and regulations affecting information management

- Mailing List: 25,000+ members
- 28% open rate
- 60% forward rate
- \$3,240/month



• Washington Policy Brief

Reports on legislative and regulatory activities and issues in Washington, D.C.

- Mailing List: 27,000+ members
- 49% open rate,
- 40% forward rate
- \$3,600/month

The Steps (It's easy as 1-2-3!):

1. Provide short copy, graphics, your logo – or even a video – and your content will appear in the top 1/3 of the e-newsletter.
2. Lead Generation: Text or html creative is accepted, with URL links to redirect the reader to your landing page.
3. All e-newsletters are posted on arma.org for additional exposure. Click-through reports are provided

*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 International's website.

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

Commissions

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