

F1RSTMARK Broadcast EMAIL Procedures

- Your email must have a valid subject line (up to 49 characters and spaces) that is consistent with your email message.
- The "From" line must contain your company name or the name of someone in your company, which will appear as *Yourname@nameofservicebureau.com*.
- You must submit your email message ("creative") to F1RSTMARK for approval.
- You must submit two versions of the email: one in HTML format and one in TXT format.
- You must submit at least one test email address to F1RSTMARK.
- You must be sure that your test can go through your company's spam filters and that you can receive your own test email.
- You will not be charged for the first 3 tests of your email campaign. After that, the cost is \$100 for each test.
- Once the test is completed successfully, you must approve the test email in writing to F1RSTMARK.
- Once all approval is received, your email will be scheduled and sent out through F1RSTMARK's service bureau.
- The service bureau will position an opt-out link at the top of the creative piece, with all opt-outs being directed to the service bureau.
- You will be billed for the net number of emails that actually go through. All email lists are subject to the F1RSTMARK minimum of \$995.
- F1RSTMARK creative services are available for \$100 per hour, with a minimum of \$200.
- Preliminary backend reporting will be provided 2 to 3 days after your email blast is deployed. Final reporting and invoicing will be provided one week (7 days) after deployment.
- All cancellations are subject to a \$500 fee.