

The Order:

- Signed Mardev-DM2 Quote or Purchase Order
- Elist Rental Contract (if not already on file)
- Prepayment (Check, Visa, Mastercard, American Express)

Targeted Deployment Date: _____

The Elist Campaign Message:

- Text Message (required) HTML Message (optional)

Subject Line:

From Line:

Personalization: Yes No

If yes, how do you want it personalized?

Versions:

How many versions will be sent? _____

Privacy Requirements:

- Yes - Physical street address in message
- Yes - Privacy policy from message or landing page

Opt-Out Link Included in Message: Yes

Suppression File: Yes No

Testing and Seed Names:

List the email addresses below for the names to receive the test transmission. Indicate one name as the final approver. When choosing Personalization, first names must be provided.

Response Tracking to be Provided by Mardev-DM2:

- Yes No

The Message

Targeted Deployment Date:

- 3 business days are required to meet targeted deployment once all requirements are met
- An additional \$500 fee will be applied for campaigns deploying under 24 hours
- An additional \$250 fee will be applied for campaigns deploying under 48 hours

Text Message:

- Links must be live
- Submit as an attachment in ".txt" format

HTML Message:

- Links must be live
- Message/images must be hosted
- Submit in ".HTML" format

Subject Line:

- 40 Characters or Less
- Avoid spam filtering words (i.e., "free", "win")

From Line:

- Default - Reed Business Direct
- Customized

Personalization:

- "Dear First Name", "Dear Mr. Last Name", etc.
- Additional cost will be incurred for personalization (\$20/m per field personalized)

Versions:

- Additional costs will be incurred for more than one text and HTML message (\$100 fee for each version)

Privacy Requirements

Suppression File: Opt-Out File or Signed document indicating that opt-out file does not exist

Testing and Seed Names

Testing and Seed Names: A test transmission of your email message will be deployed prior to the final blast to the target audience. This is your opportunity to review and proof your message. Verify:

- Copy ● Subject Line ● From Line ● Live links

After review, provide your approval or revision to the message. Repeated changes may have additional costs.

Response Tracking:

- Online reports (no additional cost) to monitor click-through response performance.

Other:

- Cancellation and rescheduling fees apply as per the list rental contract terms and conditions.
- For TIPS and CAN-SPAM information, please visit our website at: www.mardevdm2.com
- This document is provided as a reference tool and does not imply an order agreement.