



Email Promotion (Eblast) Guidelines

Before purchasing a one-time eblast from the American Academy of Cosmetic Surgery (AACS), please read the following terms and conditions carefully.

Terms & Conditions:

The following criteria shall apply to all email targeting requests:

- Requests from companies, individuals, or groups whose products or services are of interest to AACS members will be considered on an individual basis. The AACS reserves the right to determine which requests it will approve.
- Requests from companies, individuals, or groups making false, deceptive, or misleading claims or statements or engaging in deceptive marketing practices or techniques will not be accepted.
- Companies, individuals, or groups may not include in their marketing email the proper name of the American Academy of Cosmetic Surgery or the "AACS" acronym unless there is an endorsement and/or co-sponsorship agreement currently in place.
- AACS is not responsible for claims made in the eblast.
- It is the sole responsibility of the purchaser to comply with all legal requirements relating to the marketing and sale of products or services.
- The company/individual must be in good standing with AACS with no outstanding bills or invoices.
- All attempts will be made to execute the eblast on the desired send date. However, the send date may be different than the requested send date based on other AACS planned email activity. If a change to the agreed date is required, the purchaser will be informed and we will attempt to find a mutually agreed alternative date.
 - For eBlasts purchased for the Annual Scientific Meeting, the eblast send date can be scheduled any time before the meeting and up to 2 months after the Meeting date.
- An AACS disclaimer statement will be included at the bottom of the eblast, *"This message is sent by the American Academy of Cosmetic Surgery on behalf of our Sponsor, [Company Name]."* and text near the top indicating "ADVERTISEMENT".
- Payment must be received before the eblast will be executed.

Content Specifications:

- Content should be clear and concise. Use professional language.
- Hyperlinks to websites for more information may be included.
- Include subject line.
- Insert images in the mockup and attach the images as separate files.
 - Images should be no larger than 5MB.

Recipients:

- Eblasts will be sent to AACS Members who opt-in to marketing contact.
- For eblasts purchased for the Annual Scientific Meeting, the eblast will be sent to AACS Members and Annual Scientific Meeting attendees who opt-in to marketing contact.

Eblast Process:

1. Once purchased online, the purchaser will be contacted by a member of AACS staff.
2. The AACS Exhibits & Advertising Review Committee will review the proposed eblast.
3. Upon approval, AACS staff will work with the purchaser to design the eblast and agree a send date. A test eblast will be sent to the purchaser.
 - For eblasts purchased for the Annual Scientific Meeting, the eblast send date can be scheduled any time before the meeting and up to 2 months after the Meeting date.
 - Content should be provided a minimum of 3 weeks prior to the send date.
4. The eblast will be sent from AACS to the intended recipients as outlined above.

For more information and questions regarding eblast specs, please contact Josh Ceh, MBA, AACS Marketing Manager at jceh@cosmeticsurgery.org.

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