



Consultant360

Practical Updates in Primary Care

VIRTUAL
SERIES

EBLAST TO PRACTICAL UPDATES IN PRIMARY CARE ATTENDEES

DEPLOYMENT DATES & DEADLINES

HMP will provide available deployment dates and corresponding material deadlines. All custom eblast materials must be submitted fourteen (14) business days prior to email deployment, including:

1. Final pre-formatted HTML file (reference below for more information)
2. Subject line limited to 150 characters (reference below for more information)
3. List of emails (seed list) for sponsor/agency recipients to be included with the final deployment.

REQUIRED VERBIAGE

Sponsor must include the following disclaimer within the HTML of the eblast if promoting the Innovation Theater:

This Innovation Theater non-CME presentation is taking place during the Practical Updates in Primary Care Virtual meeting. The opinions and recommendations expressed do not necessarily reflect the views of Practical Updates in Primary Care, Imedex, HMP Global or NACCME. This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE. By participating in the Innovation Theater presentation, you opt-in to share/receive information with/from industry sponsors. If you wish to opt-out, email tkeppler@hmpglobal.com.

SENDER & OPT-OUT VERBIAGE

Your final HTML file will be inserted into the conference-related eblast template, which will include the following sender and opt-out verbiage. **HMP will arrange these details, and these details cannot be edited or altered.**

Sender will be: "Practical Updates in Primary Care, events@practicalupdates.com"

Opt-out verbiage:

"The opinions and recommendations expressed do not necessarily reflect the views of Practical Updates in Primary Care, HMP, or NACCME.

[insert HMP logo]

© 2021 HMP | 70 E. Swedesford Rd., Suite 100, Malvern, PA 19355

This email was sent to [email address]

[Click here to unsubscribe](#)

[Privacy Policy](#)"

EBLAST SPECIFICATIONS

1. Custom copy must be provided by the sponsor. HMP will manage e-mail distributions on the Sponsor's behalf and will provide click-through data and reports.
2. All custom e-blast material must be submitted fourteen (14) business days prior to email deployment.
3. Custom copy provided by the client must be final/regulatory approved copy. Once your final copy is received, HMP will provide you with a mock-up test for review and approval prior to deployment. **HMP will not fix or add formatting or edit copy within custom eblasts as it is a liability issue. All changes will be sent back to the client to make appropriate edits.**
4. Please include subject lines with your HTML document. Subject lines are subject to approval and must be no more than 150 characters and may not contain all capital letters, only one word, spam trigger words or characters requiring encoding.
5. The file should be submitted as a pre-formatted HTML document. We do not accept image-only, PDF, or Word documents.



Consultant360

Practical Updates in Primary Care

**VIRTUAL
SERIES**

6. Use basic HTML tags for the coding. If your HTML software uses CSS for formatting, adjust the preferences to apply formatting using basic HTML tags only. When necessary, use inline style sheets; they are an acceptable substitute for CSS.
7. Do NOT use CSS for absolute positioning. CSS style tags are permitted, if embedded within the email (cannot LINK or IMPORT a stylesheet).
8. Total width of HTML display should be 600 pixels or less.
9. All-image emails trigger spam filters. Body copy MUST be in HTML text. Best practice HTML should be at least 70% text-based/30% image-based.
10. Do not use any background images.
11. Use message coding Unicode: utf-8 to ensure that special characters show up in the HTML.
12. Because some email browsers (especially web-based) remove the <HEAD></HEAD> section of html, CSS should be embedded (in-line) with each tag or, as a work-around, the <style></style> section can be moved to the very top of the <BODY></BODY> section.
13. Use only .gif and .jpg image formats—.bmp, .png, or flash files will NOT be accepted.
14. HTML created in MS Word or Publisher and saved as HTML will not be accepted.
15. Please avoid:
 - a) Anchor links (Hyperlinks should link to a website, i.e., Important Safety Information, Product information, etc.)
 - b) Linked CSS
 - c) Any scripting
 - d) URLs that are IP numeric addresses
 - e) Any images other than JPG or GIF
 - f) Flash or other rich media to be embedded in the email as these cause deliverability issues which can affect the campaign responses, hinder our deliverability for future campaigns, and do not render correctly in many email ISPs.
16. Design best practices:
 - a) Use white or light backgrounds whenever possible (dark backgrounds may be difficult to read if the viewer has a dark background setting)
 - b) Choose just one or two colors for your emails. Use black or dark colored font whenever possible (light colored fonts may be difficult to read if the viewer has a dark background setting). The fewer colors, the cleaner the design will look.
 - c) Use headings and bulleted lists to divide content into sections that are easy to understand.
17. Electronic proofs are due for review and approval by the HMP prior to deployment. Do not finalize eblast files until you have approval from HMP.
18. HMP will manage email distributions on behalf of the Sponsor.
19. HMP will provide the Sponsor with clickthrough data reports approximately 15 business days after the email broadcast date.

SUBMISSION

Eblast materials are being collected through an online submission portal. Login credentials are custom and will be sent to you.

If you are sponsoring multiple eblasts for any of the meetings in the virtual series, you will submit an eblast form for each eblast.

QUESTIONS

Please contact Susanna Meader at smeader@hmpglobal.com.