

## Specifications for Providing Information for Fulfillment of ONS Email List Rentals

- Broadcast email must be provided as source code (HTML) contained within a .txt file.
  - This content/source code must be provided to ONS 7 days in advance of the date the email will be distributed.
- Broadcast email must reference the details about the ONS Congress event/exhibit and not simply be a product ad
- Broadcast email should include ONS Congress logo, if possible. ONS to provide file for use.
- Your source code must include the following:
  - All emails must include “Register for ONS Congress” hyperlinked to congress.ons.org/register. The location in the email is at the discretion of the sponsor.
  - All emails must include the following language at the top of the message: *The following message is a paid advertisement from an ONS sponsor or supporter.*
  - All emails must include the following language at the bottom of the message: *If you no longer wish to receive emails from ONS supporters, update your email preferences below. Note that you will no longer receive any ONS emails if you choose to “unsubscribe.”*
  - All images must be sourced on list renter’s website; ONS will not host images included in broadcast emails. Source code must include full sourcing information for all images. (Note: Some email/HTML platforms truncate image sourcing; please double-check to ensure complete image sourcing information is included in source code.)
  - Source code must include </body> and </html> tags at the very end of the email (not higher in the code).
- Emails may not include personalization (e.g., “Dear <firstname>”)
- The list rental fee includes one round of source code importing, email testing and sending to ONS members and non-members email list. This fee also will allow up to one round of edits to source code and/or subject; any corrections to source code requires partner to send a new .txt file with complete new source code.
  - If any further rounds of edits and testing are required, an additional fee of \$150 will be assessed for each round of recoding and retesting that occurs before the message is sent to ONS members.
  - If ONS staff is required to correct source code, partner will be assessed a fee of \$150 per hour.
  - The vendor will be required to provide payment for any additional fees incurred before the email is delivered to ONS members.
  - If edits arrive to ONS staff less than five business days before the scheduled send date, the email must be rescheduled.
  - If the vendor decides to cancel the list rental, full payment will still be due.

**After you’ve confirmed that your email complies with the requirements specified above, email attached .txt file containing complete source code, along with subject line, to [ONSSponsorship@smithbucklin.com](mailto:ONSSponsorship@smithbucklin.com).**

## Scheduling, Testing and Sending

- All emails must be scheduled in advance. According to the ONS List Rental Policy (see page 3), ONS will not send more than four sponsored emails per week to its members and those emails will be distributed on weekends. The list renter will identify a target week for the list rental to be deployed, and ONS staff will provide a recommended date for fulfillment based on availability. ONS staff will make all reasonable efforts to accommodate requests for specific delivery dates. Scheduling is conducted on a first-come, first-served basis.
- Source code and subject line must be received at least seven days before list renter’s scheduled broadcast email delivery date.
- If no subject line is provided by the deadline ONS will use one of the following templates:
  - Visit *Company Name* Booth at ONS Congress™/ONS Bridge™
  - Attend *Company Name* Symposia/Product Theater at ONS Congress™/ ONS Bridge™
  - Earn XX Contact Hour(s) at ONS Congress™/ ONS Bridge™ *Company Name* Symposia/Theater
  - A Message From ONS Congress™/ ONS Bridge™ Supporter: *Company Name*
- The “From” field will be displayed as “ONS Bridge/ONS Congress Supporter”
- ONS staff will forward one test email to list renter no less than one day before the scheduled delivery date.
- List renter must provide written approval via email before ONS will send email.



**Please review the ONS List Rental Policy for complete regulations governing ONS list rentals.**

## **ONS List Rental Policy**

In accordance with the Oncology Nursing Society's Privacy and Usage of Membership Database policies, this List Rental Policy governs the frequency and types of electronic communications that members receive, and protects the association and its members from unauthorized use of member data.

- ONS will not provide member records to an outside organization. ONS may make its list available for limited rental; however, the execution of the rental must be handled by ONS, for electronic list rentals, so that the renter does not handle data.
- In accordance with the law, an unsubscribe option must be included at the bottom of every email distributed to the ONS list. In addition, emails must contain the following language at the top of the message: *The following message is a paid advertisement from an ONS sponsor or partner.*
- Unless stated otherwise in the list-rental contract, all rentals of the ONS member list are for one-time use. The list renter acknowledges and agrees that the ONS list — and any portions thereof — are the exclusive property of ONS.
- Upon confirmation of electronic list rental — i.e., full payment for list rental — renters must work with ONS staff to schedule a specific delivery date for each electronic communication. The master electronic communications schedule is designed to ensure that ONS members receive no more than four emails per week from outside organizations affiliated with ONS.
- ONS staff must review and approve all electronic communications before distribution. Design and source-code files for HTML-based messages must be submitted no less than seven days before the scheduled distribution date. ONS reserves the right to edit for accuracy, clarity and style; or to refuse permission for delivery if message is deemed unsuitable by ONS.
- ONS will respect members' choice to opt out of non-ONS communications; these individuals will not be included in list rentals.
- ONS reserves the right to "seed" its lists using decoy names to protect against unauthorized use.
- All list counts provided by ONS prior to provision of actual list are approximate and subject to change.
- ONS' liability for any damages or losses incurred by list renter through the use of any ONS list is limited to the actual cost of the ONS list paid by the renter, and constitutes liquidated damages for any liability.
- The list renter understands that ONS enforces a NO-RETURN POLICY. Once an order has been approved and processed, no refunds or credits will be granted. If the vendor decides to cancel the list rental, full payment will still be due.

By engaging in a list rental agreement with ONS, the list renter agrees to the specifications and policies noted within this document.