



ISBER E-Blast Guidelines

WHAT TO SUBMIT:

1. Raw HTML code for your e-blast

- Save HTML code as a .txt document. ISBER will use the exact .txt as provided; therefore ensure your HTML is compatible with all email services.
- For help checking HTML code, see <http://premailer.dialect.ca/> OR <http://inlinestyler.torchboxapps.com/>
- Ensure that there are no “unsubscribe” links – these will be flagged in our system and will prevent distribution

2. Subject line text

- Submit your desired subject line text for the e-blast
- Note that “Corporate Announcement:” will be added to the beginning of your subject line (for example, “Corporate Announcement: This Company Showcases New Webinar”)

3. Requested distribution date

- Submit your desired distribution date – note that ISBER will make every effort to accommodate your preferred date, but it is not guaranteed.

4. Include the following disclaimer in your e-mail footer:

- These materials contain information prepared by a third party as a paid marketing opportunity for the international repository community. ISBER accepts no responsibility for the accuracy and reliability of information provided by third parties. ISBER makes no representation or warranty, express or implied that it is free from errors or omissions, or that it is exhaustive, and expressly disclaims all warranties, including but not limited to, warranties as to the information’s quality or fitness for a particular purpose. The information contained herein is not intended to supplant the judgment of qualified professionals. ISBER and its directors, officers, employees, members, representatives, and agents accept no liability for any loss, cost, expense, injury, or damages, whether direct, indirect, incidental, consequential, special, or other, arising from the application of the information contained in these materials for any use. The accuracy of the information contained herein is subject to changes in circumstances after the time of publication.

Your e-blast HTML code will be setup in our e-mail client and you will be sent a test e-mail before distribution. For questions, contact info@isber.org.