

# ACCOUNTABLE

## LIST BROKERS

PTY. LTD. ABN 37067 481 485

### Email & SMS Broadcasting Programme

Accountable would be pleased to transmit your Email or SMS message for you. We use specific programmes that are designed to import a bulk quantity of email data or mobile numbers (and not cause major uploading/sending issues such as Mail Chimp has, when more than a few hundred Email records are uploaded.)

Particularly for Emails, our programme also displays your HTML over the screen much wider than Mail Chimp for instance, where there's more White Space than your message!

You can send your Message-Artwork to us as a Word Document, (or HTML) with any particular photos embedded (plus separately if very large), with links shown and we import it into a Platform that's excellent for reading on Phone or Tablets.

If that is all straightforward...ie after uploading Art, Merging data and programming with no changes once a proof/sample has been sent to you, that's \$125 plus gst. **Bear in mind we need 48 hours to test all before Transmission**

We can also mail-merge the message when appropriate, for no-extra charge for a simple "Dear xxxx"

The **Email** transmission charges for a single "all one send" are these...

<b>250 to 1000</b>	\$0.10 each plus gst	<b>5001 to 10,000</b>	\$0.05 each plus gst
<b>1001 to 2500</b>	\$0.08 each plus gst	<b>10,001 plus</b>	\$0.04 each plus gst
<b>2501 to 5000</b>	\$0.07 each plus gst		

The **SMS** transmission charges for a single send (160 characters) are from 18 cents each plus gst (qty will dictate) (we can do some exciting HTML things too...but lets see your message first!)

Minimum Order Value for all is \$195 plus gst.....with us also supplying the database. If it's your database, \$250 plus gst

\*\*If there's "Authors Corrections"....once a test has been sent to you, **any changes/corrections** on copy, photos, layout, subject lines etc. incur a reprogramming charge of \$77 plus gst minimum. If there's uploading of new Replacement art after the test is done, the same applies. Major changes, such as new Art, are treated as a new job...ie \$125 plus gst.

So please ensure all spelling and links in your Artwork are correct at the first instance before we set up the test.....and then if we inadvertently don't make a change you have asked for at the time of receiving Art, of course that's our expense!

Once a Test copy is confirmed by you (together with the "From" Name, "From" Email/ SMS Address and chosen Subject line) then we ask to confirm back via email an approval and time/day to be sent. We plan to adhere to that, but sometime Servers or the Internet have issues which none of us can avoid.

A few days after sending, we can let you know how many were delivered, opened and links clicked. We also can identify each SMS or Email address, so you can re-send your message if you wish. (Smart move!)

A resend to the same audience (or just those that opened/clicked) is \$75 plus gst for the data set up, reprogramming and test again for the same message plus the transmission charges as above.

#### Production Checklist....

- 1....Copy, grammar, layout, photos, links finalised. (We add-in an unsubscribe-optout)
- 2...."From" Name, "From" Email/Mobile Address and chosen Subject line
- 3... **Preferred Fonts**....Arial, Comic Sans, Courier New, Georgia, Lucinda Sans, Tahoma, Times New Roman.
- 4....Images:- JPEG, PNG, TIF. Need to keep image files under 250kb total for whole campaign
- 5....**We need at least 48 hours to test your Artwork before transmission.**

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