



HOPA Blast Email Request Form

Blast Email Guidelines:

1. HOPA must approve the content of all blast Emails sent to HOPA members on behalf of an external party. Content must fit properly using the submission instructions.
2. Content must be pre-approved by company's legal department prior to submitting request to HOPA.
3. All orders are subject to approval based on criteria set forth in HOPA policy on blast Emails. HOPA reserves the right to refuse or accept any blast Email requests for any reason.
4. Allow seven (7) working days from the date the form and draft message are received by HOPA for delivery. The date of delivery for blast Emails is contingent on this policy. Blast Emails are delivered by HOPA on Wednesdays, excluding holidays.
5. A test blast Email will be sent to the requesting company and must be approved within 24 hours of receipt.
6. Blast e-mails will be sent according to HOPA policy. Requests will be handled on a first-come, first-served basis.

Submission Instructions:

Banner image

- **650 px x 150 px**
- high-resolution jpg file
- at least 150 dpi
- less than 10 MB
- submit as an e-mail attachment

Documents

- **HTML Code**
- **Subject line**
- **PDF of final copy**
- **Text copy**
- hyperlinks included
- 1,000 words or less

Images

If you would like an image or logo in the body of the email, indicate the placement using [insert image here] as a placeholder in the copy. All images must be submitted as an e-mail attachment and be less than 10 MB. Valid file types include bmp, jpg, jpeg, gif, and png. **Maximum** width is 650 px

Company Information:

HOPA IRC participant **Industry Vendor** **Other External Group**

Company/organization name: _____

Street address: _____

City/state/zip: _____

Contact name: _____

E-mail: _____

Phone: _____

Fax: _____

Date submitted: _____

Requested blast Email date: _____



Fee:

HOPA IRC benefit - complimentary blast email

- Executive level = 1 per year
- Premier level = 2 per year

Industry Vendor or Other External Group

- \$2,500 per email communication

Payment Method:

- Check (made payable to HOPA)**

If paying by check: Send a copy of the completed form with payment to: HOPA;
Attn: Julie Ichiba; 8735 W. Higgins Road, Suite 300; Chicago, IL 60631; Phone: 847.375.3697

Credit Card

- MasterCard
- VISA
- Discover
- American Express

Account number: _____ Exp Date: _____

Name as it appears on credit card: _____

Authorized Signature: _____

If paying by credit card: Fax application with payment to 888.374.7259 and Email materials to Julie Ichiba at jichiba@hoparx.org; Subject: HOPA Blast E-mail Request Form.

Once your order form is received you will be contacted via Email to confirm your blast Email reservation date.

Payment must be received prior to deployment of eblast.

Submit both pages of this form to:

Julie Ichiba
Senior Manager, Professional Relations & Development
8735 W. Higgins Rd., Suite 300 • Chicago, IL 60631
847.375.3697 • jichiba@hoparx.org

<i>For office use only</i>	
Date order received	_____
Date order approved	_____
Date scheduled	_____
GL Code 01-5550-001	