

## Text Sample Email

From: PharmaDiscovery [PharmaDiscovery@email.dm2decisionmaker.com]  
To: elistcampaign2@aol.com  
Cc:  
Subject: A Knowledge Based Forum of Pure Science

ReedBusinessDirect brings valuable business offers to you. To stop receiving email offers from us or this advertiser see below.

PharmaDiscovery 2005  
May 10-12, 2005  
Washington, D.C. Convention Center  
<http://www.pharmadiscovery2005.com>

A Knowledge Based Forum of Pure Science

\*\*\* Register Now and Save!  
<http://email.dm2decisionmaker.com/cgi-bin7/DM/y/ewJkONwJA60V2i0wAB0A7> \*\*\*  
Please reference PRIORITY CODE EG29 when registering.

If you no longer wish to receive e-mail communications from PharmaDiscovery, click on the link below. Your request will be processed within ten business days.  
<http://email.dm2decisionmaker.com/cgi-bin7/DM/y/ewJk00Vg8x0V2i0Txe0Av>

PharmaDiscovery  
Attn: Privacy Administrator  
383 Main Ave.  
Norwalk, CT 06851

This email service was established to notify our readers of special deals, new products and other offers that we believe they will find helpful in their business or career.

To STOP receiving third-party emails from ReedBusinessDirect click here:  
[http://pc.dm2lists.com/DM2/Un\\_MF.asp?EmailAddr=matthew.neibert@reedbusine](http://pc.dm2lists.com/DM2/Un_MF.asp?EmailAddr=matthew.neibert@reedbusine)  
To CHANGE your email address, fill out the form at:  
[http://pc.dm2lists.com/DM2/CBS\\_EmailChange\\_PrefCtr.asp](http://pc.dm2lists.com/DM2/CBS_EmailChange_PrefCtr.asp)

If you would like a copy of our privacy statement or have questions or problems with our procedures, please contact:  
Privacy Manager: 2000 Clearwater Drive Oak Brook, IL 60523  
E: [privacymanager@dm2lists.com](mailto:privacymanager@dm2lists.com)  
Please forward this email when contacting the privacy manager.  
P: 877-504-1273  
F: 630-288-8394

You are included in this mailing list as matthew.neibert@reedbusiness.com

017102148 REC JA/SJ

**From Line:** Mailer chooses from two options –  
• List Owner (i.e. ReedBusinessDirect), or  
• Advertiser that is being represented throughout the message  
**CAN-SPAM Requirement**

If you would like a person's name to be included in the from line it must come after the advertiser's name (i.e. PharmaDiscovery – Kevin Richards).

\*some exceptions apply

**Subject Line:** Must be honest and clear as to what is being offered. **CAN-SPAM Requirement**

**Words to avoid:** "FREE", "Giveaway", "prizes", "Save", "Survey", "Win", "Act Now", "advertisement", "XX% Off", "\$\$", "!" and "\$", "!" and "free"

**DM2 Header** – standard header is inserted into all e-mail messages by the DM2 staff

**Advertiser's Text Message:**

- Should not contain: images, hidden links, bolding, font changes or html coding
  - Each line should not exceed 70 characters, to ensure the message fits on all users' screens
  - Every link should have <http://> and be on their own line.
  - Every email address should have <mailto:> in front of it.
  - Should be no longer than 500 words.
- Words to avoid:** "\$\$\$", "100% satisfied", "FREE", "free", "order now!", "order today", "prizes", "removal instructions", "SPECIAL PROMOTION", "survey"

**Advertiser's Opt-Out Mechanism:** a functional e-mail or URL that is used by the advertiser to collect the e-mail addresses of those people who no longer wish to receive e-mail from the advertiser. The opt-out mechanism must be clearly defined as the opt-out mechanism for the advertiser that is being represented throughout the message (i.e. PharmaDiscovery opt-out).  
**CAN-SPAM Requirement**

**Advertiser's Postal Address:** The physical address of the advertiser that is being represented throughout the message. **CAN-SPAM Requirement**

**DM2 Standard Footer:** will be inserted into the message by the DM2 staff. No changes allowed. The footer includes:  
- DM2 Opt-Out  
- DM2 Change of Address  
- DM2 Postal Address & Privacy Information