



mardevdm2

## HTML Sample Email

File Edit View Insert Format Tools Actions Help

From: PharmaDiscovery [PharmaDiscoveryM05144@email.dm2lists.com]  
 To: Johnson, Bridgid (dm2lists)  
 Cc:  
 Subject: A Knowledge Based Forum of Pure Science

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**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"

**Mardev-DM2 Header** – standard relationship header is inserted into all email messages by Mardev-DM2 staff

**Advertiser's HTML Message:**

- Do not use frames
- Ideal File size 30K
- Images must be hosted on advertiser's server and the HTML file should reference the URL where the image is stored (i.e. 

**Words to avoid:** "\$\$\$", "100% satisfied", "FREE", "free", "order now!", "order today", "prizes", "removal instructions", "SPECIAL PROMOTION", "survey"

**Advertiser's Opt-Out Mechanism:** a functional email address or URL that is used by the advertiser to collect the email addresses of those people who no longer wish to receive email 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**

**Mardev-DM2 Standard Footer:** will be inserted into the message by Mardev-DM2 staff. No changes allowed. The footer includes:

- Mardev-DM2 Opt-Out
- Mardev-DM2 Change of Address
- Mardev-DM2 Postal Address & Privacy Information

Please reference **PRIORITY CODE EG29** when registering.

To opt-out of receiving future promotional email from PharmaDiscovery please [click here](#).

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

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