Email Marketing Program

1. Requires a subscription to an Email Management System that you can edit (add or delete addresses) and will accept signups from your website. Newsletters will be sent using a robust server that complies with the CAN-SPAM Act, and offers unsubscribe, forward, and tracking options.
   - If you do not have an Email Management System, Storey Marketing will setup an account for you and customize a newsletter template for you using your colors, logo, and contact info. The template will have links to your website and email. One time set up fee for email management account and template is $125.
   - Visit our website for a 60 day free trial of the email management system. If you have more than 100 names initially, or after the 60 day free trial, the rate (as of March 2009) is $15 per month for up to 500 names and $30 per month for 501-2500 names.
   - If you already have an Email Management System account with one of our preferred companies, we will need your user name and password to execute your campaign each month.
   - You will receive an email of the proposed newsletter content for review at least 5 business days before the send date and Storey Marketing must receive any changes within 48 hours of sending the proof. Newsletter may be customized with content that you provide for an additional fee. If we have not received custom content from you at least 3 business days prior to the send date of the next newsletter, then we will automatically send the standard content for that issue.
2. A contract for either Health Care Consumer (suitable for patients and practitioners) or Practitioner (more clinical and technical, referenced to PubMed) newsletters must be completed and faxed to 888-270-8878. Minimum commitment to duration of program is 3 months, and pharmacy will be billed quarterly by Storey Marketing for the newsletters or content (and initially also for the set up fee).

Health Care Consumer Email Newsletters

Storey Marketing will automatically send a newsletter to the addresses in the predetermined database on the 2nd Tuesday of each month.

Each newsletter typically will contain a Health News tip, a nutritional tip, and a compounding concept.

Newsletter content may be customized with content that you provide in digital format (Word doc, email, or standard photo formats) starting at an additional $25 per newsletter.

Examples of content you may wish to include are seminar schedules, featured nutritional products, gift certificate, coupon, list of consultations or services that you provide, employee spotlight, etc.

If we have not received custom content from you at least 3 business days prior to the send date of the next newsletter, then we will automatically send the standard content for that issue.

If you prefer to use a different Email Management System to design your template and send the newsletters, Storey Marketing will provide the newsletter content to you as a Word document for $95 per newsletter, but will NOT setup an account or template, and will NOT automatically execute your email campaigns.

Pricing:
$75/issue for up to #500 recipients
$95/issue for #501 - #2500 names.

Practitioner Email Newsletters

Each monthly newsletter features a discussion of compounded therapies and has links to PubMed references when available. Newsletter content may be modified or customized with content that you provide in digital format (Word doc), as long as the information is received within the designated time. Customization starts at an additional $25 per newsletter.

Offered exclusively to one pharmacy per demographic area

Pricing**:**
$99/issue for up to #250 practitioners
$149/issue for #250 - #500 practitioners
$249/issue for #501 - #1000 practitioners

Ask about combination pricing for email and printed newsletters.