

Renting Email Lists: Checklist of Needs and To-Do's

Email blasts of your HTML message or TXT message to a rented list are done by a third party service bureau who works for the list owner or manager. Service bureaus are not consistent with what they need from you or us in order to do your email blast.

Also, unlike rented postal lists, more information is needed up front at the time you OK the counts and decide to go ahead with the email blast.

90% of the time, this is the process and what we need from you:

HTML message that you or someone created in Dreamweaver (or other):

- Email it to us as an attachment.
- We will open it to see if all the links, images and copy appear to be ok. But the final OK is your responsibility (see below on Test Email Addresses.)
- You need to be sure that there is an “unsubscribe” link at the bottom.
- Your full organization name and address must be at the bottom.

Suppression File – If you have an internal list of opt-outs and remove-me that needs to be suppressed (in case any of those same names are on the rented list), you need to send us that file. They usually charge around \$150 flat fee to do that. But you do not have to do it. (Refer to the CAN Spam Act on issues like this.)

“From” Name: If the blast can be done using your choice of names, rather than the list owner’s, you need to tell us what that will be. Probably should be your school name.

Subject Line: Try to keep it under 38 characters because of truncation in recipient mail servers. Longer is fine, but it will be cut off for some.

Test Email Addresses: The service bureau will load your html and send a test to us and 3-4 names you specify for approval. You want to be sure all the links, images and formatting are correct. In most cases, if you see mistakes or problems, you will need to fix them and send a new HTML to us. This will sloooow the process down considerably. So proofing and checking everything up front is imperative to timeliness.

Notepad Text: Some service bureaus (or the list manager) want the full text copy of your HTML with all the links typed in. This is the back-up message for recipients who may be blocking HTML but want text and want your message.

Of course, there is always **Murphy’s Law** and other unforeseen. But if you have the above done by the time you actually decide to “order” the list and do the blast, the process should go somewhat painlessly.