



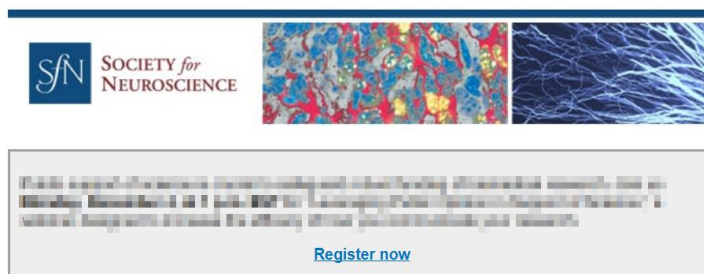
## Institutional Program (IP) Member Email Guidelines

As an Institutional Program (IP), the Society for Neuroscience is committed to providing your organization one free email to student members concerning opportunities for higher education, training, and professional development. We have established guidelines and operations for submission in an effort to ensure fairness to all subscribers. Please confirm that your correspondence meets our standards below before submitting your request.

Contact [membership@sfn.org](mailto:membership@sfn.org) if you have general questions about our policies.

### Submission formatting

- Submit text in an **attached Word document**.
- Provide a suggested **subject line** for your email blast.
- Provide a **reply-to email address** affiliated with your institution or organization. Mass emails dispatched from Gmail, Yahoo, and other domains often filter as spam. As a result, all subsequent correspondence sent by SfN may be filtered as junk mail.
- Provide a **sender name**, including, but not limited, to your institution or university, the title of a program, or that of an administrator or professor.
- Images can be inserted into the body of text, though we may edit this copy for clarity, length, and structure. Please attach the image files to your email request. Do not append them to the attached Word document.
- You will receive one preview of the email to review.
- We **cannot** transmit any attachments in our email blasts, such as PDF files.
- We **can** include hyperlinks to your event page, program, or website. Include them in the Word document.
- If possible, please provide a branded header measuring 600 pixels long and 100 pixels high. This will be positioned at the top of the email blast. See the example below. Note, an SfN header will not be used.



- Identify your specific SfN audience segment. Please specify if recipients should be postdoctoral, graduate, and/or undergraduate members. You may also indicate geographic region if more precise targeting is desired.

#### Submission timing

- Provide a **five-day date range** within which you would like your email sent. You **may** also select a particular send date within this time frame. While we strive to fulfill all requests, please understand that SfN may adjust your communication date if it conflicts with our internal email calendar. We will notify you with necessary changes as soon as possible.
- Please send email requests at least **five business days** prior to the earliest desired send date.
- **Blackout dates:** SfN **cannot** send IP member messages **four weeks preceding or one week following** our annual meeting.
- SfN will not send more than one IP message within a two week period and may need to adjust the timing if multiple requests are received. We will accommodate IP members on a first come, first served basis.