

Fax Broadcast Best Practices and Guidelines

Thank you for choosing SK&A as your fax broadcast partner! When you need to deliver an urgent message, faxing is the fast and affordable alternative to direct mail. SK&A will help you target physicians and other decision-makers with our accurate fax numbers, permission based and instant delivery technology. SK&A has more than 1.67 million phone-verified fax numbers of healthcare decision makers.

Following are some tips and guidelines on how to develop a successful fax broadcast:

Client Responsibilities:

- > Allow 3 business days from receipt of completed forms to coordinate broadcast
- > Signed quote, agreements, requirement form, and final fax creative.
- > Requirements form: Broadcast date, personalization, test seeds, suppression file
- > Creative must include physical address at bottom
- > Creative must include opt-out statement and phone number. SK&A recommends to use it's opt-out service, it's easy and we manage the entire process for you.

About the Fax Creative:

- > Creative size Word 8 ½ x 11" doc, HTML 2550 x 3300 pixels or PDF (8 ½ X 11") single or multi-page
- > Accepted format: Word, PDF or HTML
- > Summarize or highlight the key value offer, or products right at up top of page
- > Font size recommended to be between 10-12, clear font (italic& serif fonts not recommend)
- > Minimal graphics are recommended; avoid heavy, dark background colors. Color documents are NOT recommended for faxing due to the limitations/resolution of fax equipment.
- > If you need to use any graphics or logos, make sure they are in black and white NOT color or greyscale.
- > Header personalization is next to the date and time stamp, fax sender's number, and can read as:
 - o To or Dear, Prefix First and Last name, First name only, Prefix Last name only, or Dear Healthcare Provider.Variations are optional.
- > Two pages maximum recommended
- > Target your audience: use a relevant header that causes an urgency to act
- > Creative should be the final version

SK&A Process:

- > Insertion of order
- > Creative is checked and tested within 24 hours of receipt of all forms
- > Internal quality assurance is performed
- > Test sent to the client for approval
- > Client must complete check list and initial the creative to approve test
- > Broadcast goes live within 24 hours from receipt of signed approval forms
- > Broadcast results supplied to client within 24 hours