

Read Me First

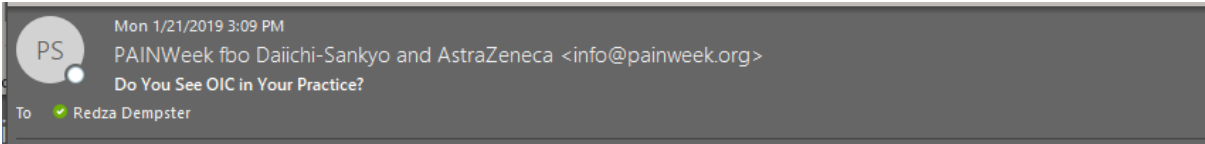
We strongly encourage sponsors and their agencies to submit materials and art to PAINWeek early and not to wait until the deadlines listed to submit. Please work backwards from listed deadlines to create your production schedules and allow at least 24 hours for PAINWeek review of materials. Please also allow time in your production schedule for a second round of materials review and for you (or designated agency) to make any required corrections. PAINWeek is not responsible for providing extensions should there be issues with the materials provided. For deployment on conference days only 2 sponsored emails allowed per day and many times slots are wait-listed. If sponsors are unable to make deadlines, you may have to forfeit your deployment slot.

When providing content to PAINWeek we assume that all editorial, medical, legal, and regulatory reviews have been conducted and approvals provided.

To ensure impartiality and that the content is viewed as solely originating from the sponsor we ask that "PAINWeek", "PAINWeekEnd", or "The National Conference on Pain for Frontline Practitioners" not be used in your subject line or body copy. This is to also ensure that either explicitly or implicitly we are not condoning, supporting, or promoting any drug or therapy.

Email and eNewsletter Specs	PAINWeek Conference Attendee Email Blast "Custom Email"	eNewsletter Banner Ads	Run of Site (ROS) banner ad
Sponsor to Provide	Ready-to-deploy HTML file; no exports from Word, Illustrator, etc will be accepted. Sponsor to provide subject line and company/organization name for "From" field. Sponsor may provide up to 5 individual email addresses for testing purposes. Please note the following: All URLs must be prechecked by sponsor; no codes should remain in header of files; only use styling that most email clients will display; assets must be in line with the content of document; it is preferred that sponsor provides own opt-out language and mechanism; Sponsor should also provide at least 3 deployment dates. If no deployment date is provided, one will be provided to you. There will be no credits provided for future use.	Final creative including URL link. Sponsor must check link. Sponsor responsible for landing page to be ready by the time banner ad is live. No animated GIFs, Flash, or HTML5 for email banner ads	Final creative including URL link. Sponsor must check link. Sponsor responsible for landing page to be ready by the time banner ad is live
PAINWeek to Deliver	PAINWeek to provide test and actual deployment; Tests must be approved within 24 hours or there may be delays in deployment	Deployment of banner ad on eNewsletters. Insertion into particular eNewsletter date is based on space availability. At this time, we cannot accommodate specific date requests.	Deployment of banner ad on PAINWeek.org
Booking Deadline	4 weeks prior to requested deployment	4 weeks prior to requested deployment	4 weeks prior to requested deployment
Materials Approval	PAINWeek must approve content and artwork. Please send prior to materials deadline or there may be delays in deployment. If multiple individuals (but no more than 5) are provided for testing purposes, please assign ONE point person to correspond with PAINWeek to provide approvals.	PAINWeek must approve content and artwork. Please send prior to materials deadline or there may be delays in deployment; Sponsor may swap artwork, but materials must be received 2 weeks prior.	PAINWeek must approve content and artwork. Please send prior to materials deadline or there may be delays in deployment
Materials Deadline	2 weeks prior to intended deployment, but not later than August 22	2 weeks prior to intended deployment	2 weeks prior to intended deployment
Materials Delivery/Shipment	Email files to pk@tarsuscns.com, cf@tarsuscns.com, and am@tarsuscns.com	Email files to pk@tarsuscns.com, cf@tarsuscns.com, and am@tarsuscns.com	Email files to pk@tarsuscns.com, cf@tarsuscns.com, and am@tarsuscns.com
Specs/Dimensions	Maximum width: 600 pixels. From field will be listed as "PAINWeek <info=PAINWeek.org@mail208.atl21.rsgsv.net>; FBO [sponsor to provide]" Subject lines may need to be edited based on current spam rules. Please allow time in your production schedules for possible coding errors. PAINWeek is not responsible for providing extensions. Should your requested deployment date be missed, we will deploy at the first available slot. We encourage you to send your materials EARLY!	728x90 pixels (w x h)	728x90, 300x250 pixels (w x h); file size no larger than 200KB for static images; HTML5 dynamic banners may be up to 1MB; UTM tracking codes (if desired) should be set up by sponsor
Seeds	To receive newsletters please sign up at http://www.PAINWeek.org/		
Reporting	Please request to pk@tarsuscns.com and cf@tarsuscns.com to be provided sends, opens, and clicks.	Please request to pk@tarsuscns.com and cf@tarsuscns.com to be provided sends, opens, and clicks.	Please request to pk@tarsuscns.com and cf@tarsuscns.com to be provided impressions.

Email Header:



From field must be listed as "PAINWeek fbo [sponsor] <info@painweek.org>
fbo stands for "for the benefit of"

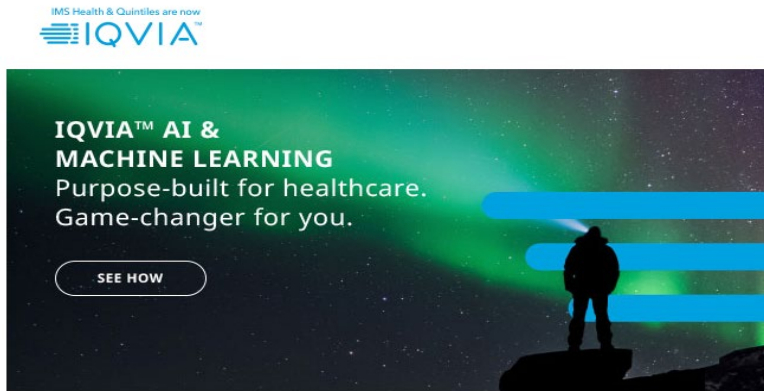
Please list out [sponsor] name as you would like it to appear including any legal trademarks, ie Acme vs Acme Pharma LLC

Please provide subject line; No mention of PAINWeek, PAINWeekEnd allowed. Statements such as "Thank you for attending PAINWeek.", "We hope you enjoyed your time at PAINWeek." are also not allowed.

PAINWeek is not at liberty to provide sponsor/agency with samples of other sponsor's emails.

Sponsor Body Content Here:

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Wed 8/10/2016 6:08 AM

PAINWeek Daily Dose <info=painweek.org@mail12.atl31.mcdlv.net> on behalf of PAINWeek Daily Dose <info@painweek.org>

Boost Patient Adherence With In-Sync Prescriptions

To: Redza Dempster

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DAILY DOSE!
YES, PLEASE. CLICK

Coordinating Prescription Refills Can Improve Compliance With Medication Regimens

New research undertaken by the Perelman School of Medicine at University of Pennsylvania in conjunction with Humana Inc. has concluded that a prescription refill synchronization program, under which patients received all refills at the same time, contributed to an increase in medication adherence by more than 10% in some patient populations. The findings may be of particular significance to pain practitioners and patients, in addressing the problem of medication regimen adherence. Lead author Jalma Doshi, PhD, associate professor of medicine at the Perelman School of Medicine, commented, "The logistical challenges involved with keeping track of remaining pills and obtaining timely refills and renewals are magnified for patients who need to take multiple medications. Based on the results of our study, synchronized prescription programs that adjust medication refill dates so that all prescriptions are 'due' for a refill at the same time may be an effective strategy to reducing these obstacles." The findings are reported this week in Health Affairs.

Read more [here!](#)

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