

BRANDED EMAILS & CONTACT MANAGEMENT

Process for News Release and Communications Email Distribution

Database Management

- Please provide Tigri with an excel file (CSV) of your contact database – each record can include as much or as little information as you wish but must include the following fields at a minimum:
 - First Name
 - Last Name
 - Email Address
- Updates – additions, deletions or changes – can be emailed to **cathie@tigri.ca**
- Database updates will be made as promptly as possible
- A database report can be prepared either on demand or on a quarterly basis, providing you with the status of the email addresses and subscribe/unsubscribe requests as well as distribution effectiveness (please specify your request to receive this report)

Please note: in order to set up your initial email distribution list, an email must be sent to your potential subscribers asking for their confirmation to receive emails from your company. This is required to comply with the Canadian Anti Spam Legislation (CASL). The time to complete this will vary, as it is dependant on your potential subscribers to confirm their subscription request.

News Release Procedures

- Lead time is always helpful in ensuring a complete and correct email design and timely delivery of your HTML email.
- The following are minimum requirements:
 - ❖ Notice of a pending news release should be emailed to **cathie@tigri.ca** as soon as possible to:
 - allow to plan the time required to allocate to your project
 - ensure that your database is complete and up to date and that any changes to your HTML Template are completed prior to dissemination of release
- Upon completion of the final press release, please allow a minimum of one (1) hour to convert it to your HTML Template - possibly longer if no advance notice has been provided
- It is recommend that news be released before market opening (9:30 am EST) for optimal readability. If you wish to release prior to market open, please provide the final press release no later than 4:00 pm EST the day prior to release in order for us to provide you with the best service possible.
- Some news releases need to be disseminated immediately. Should this be the case, every effort will be made to meet your timelines.
- If you are utilizing Tigri's Comprehensive News Release Package, the final release it will be sent to Market Surveillance (IROC), if necessary, set up for dissemination over your preferred network, and converted into your HTML Template. A test version will be emailed to you for review and approval, if you wish. Some clients prefer to wave this option to expedite the process.
- A monthly or quarterly report can be provided, upon request, for reviewing email readership and highlights of the previous month's distributions.