

DIRECT TO MEMBERS

DIGITAL

Choose One of THREE ways to Reach ARA Members Via EMAIL!

Custom eBlast / Monthly ARA360 eNewsletter / Weekly ARA Member Update

ARA Custom e-Blasts Reach Every ARA Member!

You can reach ARA Members with your message through ARA's e-Mail Platform!

ARA offers *only* Associate Members the opportunity to reach the entire ARA Membership at once with a Custom e-Blast from your company directly to ARA's email list. **Ask about this special offer while spots last!**

When an eBlast arrives in the inbox of ARA Members, they trust the source ... This improves the open rate!

Take advantage of that OPEN RATE and include a special offer or message to ARA Members about your company (beyond a regular press release) that will improve their operations. Your offer can be a limited time offer, special savings or other deals.

Your Email Includes:

Your Company Logo • One Graphic/Picture • Up to 250 words • Call to Action • Your Contact Info

All for the amazing rate of:

~~\$995~~ (plus a one-time \$150 set up fee)

2021 NEW YEAR SPECIAL – \$595 (set up fee waived)

Only 2 custom emails per month will be distributed, and spots are reserved on a first-come basis.

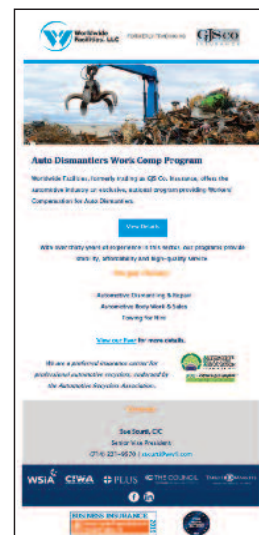
To Participate, Your Company Must be:

ARA Associate Member in Good Standing, and
An 2020/21 advertiser or 2020/21 ARA Convention & Expo Sponsor or Exhibitor

You must contact Caryn Smith or Jay Mason at (239) 225-6137 or ARAEditor@comcast.net to book your e-blast!



SAMPLE



All email contents are subject to approval by the Automotive Recyclers Association.



d Monthly ARA 360° e-Newsletter

With an always improving open, averaging 35-40% per email & appealing click-through rate, ARA's monthly and weekly e-News delivers timely info to ARA members and provides a way to keep you fresh on the minds of people of influence. Ads per email are limited in quantity, so you are sure to stand out!

ASK FOR SAMPLE EMAILS



d Weekly Member e-Update eNews



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