

E-mail Tournament Advertising Guidelines

Why New Guidelines?

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Many tournament managers have taken advantage of the ACBL program to provide free e-mail advertising for regionals and sectionals. We introduced this service because we want to do all we can to help tournaments be successful. Indeed, 2004 set an all-time tournament table count of more than 460,000. We also wanted to cut down on the use of addresses used outside ACBL headquarters (in some cases in violation of privacy laws). And because sending the messages involved just a few keystrokes, we thought there would be little staff time involved.

Several problems surfaced. The most significant was the number of complaints (hundreds) from members who did not want the messages. This was resolved through the new opt-out procedure at My ACBL. Other members complained about messages for tournaments far from their homes or multiple messages for the same tournament. This is *not* to the advantage of tournament organizers nor to the ACBL: You do not want members opting out of all messages because they don't want a few, and this is what has occurred.

We have limited distribution and frequency, often to the dismay of tournament organizers. In several cases, tournament information was incorrect or grammar less than perfect, leading us to implement a several-person process to make sure the messages are accurate. Requests also came in for messages about new clubs, district meetings, cruises or other events outside the scope of the program. In other words, we created a monster, or at least a large gremlin. We hope the new guidelines will help make the program more effective for tournament promoters and potential attendees. Guidelines are effective March 2005.

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Distribution

The ACBL Computer Services Department has implemented a program by which it can determine units within a certain radius of each tournament. When requests are received for e-mail advertising, the following guidelines for radii will be used:

Sectionals: 200 miles

Regionals: 500 miles

Obviously, if a unit begins within 200 miles away and ends within 500 miles away, members in that unit will receive the advertisement. The Computer Services staff will use its judgment in unit selection.

The ACBL will not e-mail tournament advertising to all members. The most effective ways to communicate to the membership at large remain through information on the acbl.org tournament schedule section and advertising in the Bridge Bulletin magazine.

There will be only one distribution per tournament (unless there is a major change such as the tournament date or site).

Mail To

Send e-mail advertisements to listlabel@acbl.org.

Format

Text only!

Your announcements should attract members to your tournaments. A message that simply repeats the schedule detail in your flyer is not terribly compelling. Instead, link to the beautiful flyer you have created.

- Do keep your announcement brief.
 - Do feature something special about your tournament,
 - Do use standard typefaces. Most browsers will not download fancy typefaces in any case. Some browsers also take out color.
 - Do link to your flyer or site for your beautiful tournament location.
 - Do include an e-mail contact.
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- Do not include scans. They look muddy.
 - Do not include photographs or graphics such as a logo. They increase the size of the e-mail and may not appear as intended, depending on the recipient's e-mail program.

[See Sample Advertisement](#)

Deadlines

Please allow 5 working days for your submission to be reviewed and posted.

Disclaimer

E-mail advertisements from headquarters include a [disclaimer and opt-out instructions](#):

This message has been sent by ACBL Headquarters on behalf of the ACBL and/or one of its representatives. We do this to protect the privacy of your e-mail address.

If you wish to opt out of this type and other ACBL e-mail messages click here: [Send No More Tournament Advertising](#). You also may go to the My ACBL portal at the top left of the ACBL home page at www.acbl.org. Register if you have not already done so and click on [Manage My ePrivacy](#).

Please do not reply to this e-mail, as the sending address is not monitored. Send comments or suggestions to service@acbl.org. Thank you.

Use of Address Books

We strongly recommend you use the ACBL tournament e-mail advertising program for your electronic correspondence. Address books you obtain from other sources (such as from a club or unit) may not include opt-out preferences or other restrictions members have placed on correspondence. They also may be outdated (ACBL members can update their e-mail address at My ACBL). If you do mail to a private address book, **never** include more than one address in the public address line; instead, send as a blind copy to all recipients.

SAMPLE TOURNAMENT E-MAIL ADVERTISEMENT

Play Your Blues Away

The Memphis Blues Sectional

Friday-Sunday, Jan. 28-30, 2005

The Grand Hotel

111 Main St.

Memphis TN

**Pairs and Teams on the popular 10 a.m. and 3 p.m. schedule,
leaving plenty of evening time for an evening of blues
and barbecue on Memphis' famed Beale Street.**

See Our Tournament Flyer

Hotel Reservations

Grand Hotel

Tournament Manager

Pat Bridgeplayer

Partnerships

Joe Slambidder