

## **E NEWS: SUPPLIER SPECIALS**

The Supplier eNews a service of the HSCG to provide a venue for Supplier Members to inform HSCG members of special offers or new products, and to give HSCG members the opportunity to take advantage of special offers provided by the Supplier members. It is a win-win for all concerned.

### **SCHEDULE**

The Supplier eNews is sent on the 1st of the month to all HSCG members. It is not sent to non-members.

### **CONTENT**

The content for the Supplier eNews is comprised of listings submitted monthly by Supplier Members.

The intent of the Supplier eNews is to provide unique, limited special offers and discounts that are for HSCG members only. While general discounts or generic “ads” may be accepted at the discretion of the Marketing Director, Supplier Members are encouraged to provide new and different offers each month in order to keep interest and Member participation high.

### **SUBMISSION PROCESS**

A monthly listing for inclusion the Supplier eNews must be submitted using the form provided in the Members Only area of the HSCG website, following the instructions provided. The form must be submitted prior to the cut-off date, which is normally several days before the end of the month. Submissions may be made for upcoming months, up to six (6) months in advance.

An image may be submitted to be included with the special offer in the Supplier eNews. The image must meet the specifications provided by the Marketing Director. The image may be the Supplier’s logo or an image pertaining to the special offer for that month’s issue. Images received that are of the wrong size or incorrect file type may, at the discretion of the Supplier eNews Administrator, be modified or rejected.

The submission is NOT reviewed, edited or otherwise corrected by HSCG staff, other than to ensure that the requirements for the special offer (as above) have been met. It is the Supplier’s responsibility to ensure the content is correct, without typographical errors and that links and email addresses are correct.

### **E NEWS FORMAT**

Special offers are placed in the Supplier eNews in random order by Supplier Tier. In other words, listings by Tier 1 Supplier Members are randomly ordered and placed in the Supplier eNews first, followed by listings Tier 2 Supplier Members in random order and then Tier 3 Supplier

Members' listings. The randomizing is done by the computer program that generates the listings from the database. Using randomized listings without human intervention ensures fairness and equity in the display of special offers in the Supplier eNews.

## ONLINE LINK

A link to the most current edition of the Supplier eNews is provided on the "Where to Buy Supplies" page on the HSCG Website. It is visible only to HSCG members who are logged in.

## ADMINISTRATION

The Supplier Specials eNews is administered by an HSCG employee or contractor as designated by the Executive Director.

Approved by the  
HSCG Board of Directors

### History:

Oct 7, 2013	Original Publication Date.
Jul 1, 2018	(v2) Revised to clarify and update the schedule, content and who is responsible for sending the eNews.
Dec 1, 2022	(v3) Reviewed with minor updates.