



ORCGA e-Newsletter

<https://orcga.com/the-tolerance-zone/>

Publish Dates

May 5, 2020
 June 2, 2020
 July 7, 2020
 August 4, 2020
 September 1, 2020
 October 6, 2020
 November 3, 2020
 December 1, 2020

Deadline Dates

May 1, 2020
 May 29, 2020
 July 3, 2020
 July 31, 2020
 August 28, 2020
 October 2, 2020
 October 30, 2020
 November 27, 2020

Submission

Forward all files to ashleigh@orcga.com

About

The Tolerance Zone e-Newsletter is issued 16 times a year and is designed to communicate damage prevention, inform stakeholders on industry issues, notify readers of association news and events, serves as an effective way to maintain contact, keeps brands at top-of-mind for readers, establishes credibility and authority and notifies readers of products and member company news.

Audience

The magazine reaches facility owners and operators, facility maintenance companies, contractors, One Call Center members, engineers, claims, public works departments, risk management operations, purchasing, safety & training, and others that protect the underground infrastructure and impact damage prevention.

Distribution and Open Rates

Enjoy the benefits of a targeted e-Newsletter and have your messaging sent directly to the inbox of 3,000 decision-makers on a regular basis. The e-Newsletter is frequently forwarded to others for additional exposure, as well as cross-promoted in other ORCGA publications and communication pieces.

Archives are accessible for unlimited online viewing, here: <https://orcga.com/the-tolerance-zone/>

The Tolerance Zone reaches 3,050 recipients with an average open rate of 1,982 per issue, well above industry average. *Traffic numbers from July 2019 – December 2019.

Advertising Opportunities

Readers will view your advertisements alongside industry information and updates in The Tolerance Zone. See here for more info: <https://www.officialmediaguide.com/rgc/enews1/>

Submission Format

- The primary function of the newsletter is to communicate damage prevention information, and not sales information; however, you are encouraged to provide contact information to continue conversations offline.
- Article title
- Author name
- High resolution picture which will be reformatted to correct size for the newsletter (550-600 pixels wide)
- While there are no article length restrictions, consider dividing lengthy articles into chapters that are issued over several months.