

## Ascent Internal Communications and Announcements Guidelines

For Internal Announcements please follow the below guidelines. Marketing will send the internal announcement to all team members to create a consistent flow of information and branding.

- Send the below to [marketing@ascentgl.com](mailto:marketing@ascentgl.com) at least 24 hours in advance and try to provide 72 hours in advance:
  - Announcement Copy
  - “Who” the announcement should come from
    - Name and Email address
    - Default will be
      - From Name: Ascent Global Logistics
      - From Email Address: [marketing@ascentgl.com](mailto:marketing@ascentgl.com)
  - Desired Subject Line
  - Desired Preview Text
  - Image Ideas (if necessary)
  - Day/Time of Send (if must be sent at a specific time of day)
  - Target Group (if it should only be sent to certain team members)
    - Domestic Freight Management
      - Transportation Management
      - Transportation Solutions
      - Ascent Power
    - International Freight Forwarding
    - Retail Consolidation

Once received, Marketing will provide a preview link of the announcement to the requestor with a copy to the team President (Chris Cook, Bill Vechiarella or Micah Holst). Upon approval from the requestor and the President, Marketing will schedule the email to send at the agreed upon time/day.

This could apply to:

- Event Announcements
- Office Closings (Weather, Holidays, etc.)
- Personnel Promotions
- Updates to Specific Team Contact Information