



**EMAIL OR FAX**  
**APPLICATION, PAYMENT AND SAMPLE DISTRIBUTION MATERIALS TO:**  
 dmtcenter@nacacnet.org • Fax: 703/373-2372  
 Questions? Contact DMT Center at: 703/836-2222

## Application for 2019 National Conference Mailing List / Email Broadcast

### General Information and Usage Policies

NACAC National Conference will take place September 26 - 28, 2019. NACAC will exercise the right to determine the suitability of the items to be distributed and approve or decline the request for the requested list. Mail list rentals and email broadcasts may be used solely for marketing that promotes or introduces products and services to conference registrants. This includes notices of events (receptions, meetings or other events) held in conjunction with the national conference. Mailing lists and email broadcasts are intended for one-time use only. Mailing list data cannot be duplicated or sold or transferred to third parties. Mailing list applicants must provide their companies GDPR Compliance notice and its Data Protection Officer's (DPO) contact information.

### Mailing List

Mail lists include the following information for conference attendees that opted in to receive conference related information from third parties, at the time the list is produced; Attendee name, title, institution name, mailing address and registration type for easy sorting. **Phone, fax and email address are not included.** NACAC will email the requested list in an Excel format to the person listed below for the one-time distribution of material.

### When You Will Send Your Item:

- Pre-Conference**  
List will be produced and emailed on or after 8/19
- Post-Conference**  
Lists will be produced and emailed 10/7 through 11/8.

### What You Must Provide:

A faxed or digital copy of what you plan to send.

#### Categories

- Full file    College/University Only    Secondary Schools Only

### Rates must be paid in full to receive any of the following items

Please Mark Your Selection Below and Enter a Total		Cost
	Pre Conf. Mailing	\$1000
	Post Conf. Mailing	\$1000
	Pre-Conf. Email Broadcast	\$2000
	Post-Conf. Email Broadcast	\$2000
<b>Total</b>		

**Contact Information and Payment:** *Please complete in full.*  
*All orders must be prepaid; purchase orders are not accepted as payments.*

Name \_\_\_\_\_

Organization/Institution \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Select One    AMEX    MasterCard    Visa

Number \_\_\_\_\_ Exp Date \_\_\_\_\_

### Email Broadcast

Email lists are not provided directly to the renting organization. NACAC will send an HTML-formatted email broadcast to National Conference attendees on your behalf. Your email broadcast will not be scheduled until all items are received and approved. Orders are processed on a first come-first served basis. Emails will be sent in the early morning and late afternoon Monday - Friday between 8/19 to 9/13 for pre-conference and 10/7 to 11/8 for post-conference.

#### Categories

- Full file    College/University Only    Secondary Schools Only

#### Your HTML email must follow these parameters:

- HTML emails should either be built in an outside HTML editor like Dreamweaver or inside an Email platform editor
- 600-650 pixels wide
- Uses inline CSS styles and does NOT reference an outside CSS stylesheet (*like a web page would*)
- 80/20 text to graphic ratio
- Includes a text version
- Does not use background images
- Does not contain full URLs in the message body. Must use hyperlinks like "Click here" to prevent blacklisting domains in an email
- Uses Responsive HTML mark-up code to render correctly on mobile devices and tablets, etc.,
- Not generated Microsoft Office or another similar program
- Contain straight HTML, no javascript or embedded items like videos

#### What You Must Provide:

- 1) **.HTM or .HTML File** – FINAL HTML FILES ONLY. *Any images used in your email must be linked back to an active Web site.*
- 2) **.TXT File** - FINAL TEXT ONLY COPY OF THE FILE. Including all URLs as needed.
- 3) \_\_\_\_\_  
**NAME** to be listed on the "From" line (i.e., XYZ University or John Doe, XYZ University, etc.).
- 4) \_\_\_\_\_  
**SUBJECT line** for the message

Upon approval of these items and this application, you will receive a confirmation and instructions to choose your date from what is currently available at the time. Failure to provide these items will result in delays or cancellation of your purchase.

GDPR Compliance – non-compliance will result in a denial of list purchase or email broadcast		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	My company hereby applies for mail list rental from NACAC and agree to comply with the usage policies and charges listed above. I agree to use the mailing lists one-time only. DPO Contact Name: _____ Email: _____ Phone: _____
<input type="checkbox"/> Yes	<input type="checkbox"/> No	My company agrees to allow individuals to request removal from this list, agrees to remove any names that are requested and notify NACAC of the request.

Signature (required for processing) \_\_\_\_\_