



Application for 2021 National Conference Direct Mail List / Email Broadcast

Email or Fax Application, Payment, And Sample Distribution Materials To:

GOLMEDA@NACACNET.ORG

FAX: 703.373.2372

General Information and Usage Policies

NACAC's National Conference will take place September 23-25, 2021. 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. Direct 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 NACAC's national conference. Direct mail lists and email broadcasts are intended for one-time use only. Direct mail list data cannot be duplicated or sold or transferred to third parties. **Direct mail list applicants must provide their company's GDPR Compliance notice and the Data Protection Officer's (DPO) contact information.**

Direct Mail List

Direct mail lists include the following information for all 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 one-time distribution of material.

When You Will Send Your Item:

- Pre-Conference**
List will be produced and emailed on or after 8/17
- Post-Conference**
Lists will be produced and emailed 10/12 through 11/9.

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. Direct Mail List	\$1000
Post-Conf. Direct Mail List	\$1000
Pre-Conf. Email Broadcast	\$2000
Post-Conf. Email Broadcast	\$2000
Total	

Contact Information and Payment. Please complete in full.
All orders must be prepaid. Purchase orders are not accepted as payments.

Name _____

Organization/Institution _____

E m a i l _____

Phone _____

Select One AMEX Discover MasterCard Visa

Number _____ Exp. Date _____

Email Broadcast

Email lists are not provided directly to the renting organization. NACAC will send an HTML-formatted broadcast to National Conference attendees on your behalf. Email broadcasts are not scheduled until all items are received and approved. Orders are processed on a first-come-first served basis. Emails will be sent in the morning and afternoon Monday through Friday between 8/17- 9/14 for pre-conference, and 10/12-11/9 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 in 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 website.
- 2) **.TXT File** – FINAL TEXT ONLY COPY OF THE FILE. Include 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 direct mail list rental from NACAC and agrees to comply with the usage policies and charges listed above. I agree to use the mailing list 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 the direct mail list rental , agrees to remove any names that are requested, and notify NACAC of the request.
<input type="checkbox"/> Yes	<input type="checkbox"/> No	My company hereby applies for email broadcast from NACAC and agrees to comply with the usage policies and charges listed above. I understand I am requesting a single email broadcast.

Signature (required for processing)