



National Association for College Admission Counseling

Guiding the way to higher education

EMAIL OR FAX APPLICATION, PAYMENT AND SAMPLE DISTRIBUTION MATERIALS TO: dmtcenter@nacacnet.org • Fax: 703/373-2372

# Application for Direct Mail List / Email Broadcast

## General Information and Usage Policies

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 NACAC members. 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 companies GDPR Compliance notice and the Data Protection Officer's (DPO) contact information.**

### Direct Mail List

Direct mail lists include the following information for selected contacts that opted in to receive information from third parties at the time the list is produced: name, title, institution name, mailing address and category 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.

### What You Must Provide:

- A faxed or digital copy of what you plan to send.
- GDPR Compliance – The applicant must submit their organization's GDPR compliance statement with the direct mail list rental application. Non-compliance will result in a denial of direct mail list rental.

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

Category	List Rates	Email Broadcast	Subtotal
<input type="checkbox"/> Full file	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$3,000	
<input type="checkbox"/> College/University Only	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	
<input type="checkbox"/> Secondary Schools Only	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	
<input type="checkbox"/> Secondary Schools <input type="checkbox"/> Independent Educational Consultants <input type="checkbox"/> Community Organizations	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	
		<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  Discover  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 contacts 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.

### 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:

- .HTM or .HTML File – FINAL HTML FILES ONLY. Any images used in your email must be linked back to an active website.
- .TXT File - FINAL TEXT ONLY COPY OF THE FILE. Including all URLs as needed.

\_\_\_\_\_  
**NAME** to be listed on the "From" line (i.e., XYZ University or John Doe, XYZ University, etc.).

\_\_\_\_\_  
**SUBJECT** line for the message

### Categories

Full file  College/University Only  Secondary Schools Only

Requested Date of Broadcast: \_\_\_\_\_

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

<b>GDPR Compliance – the applicant must submit their organization's GDPR compliance statement with the direct mail list rental application.</b>	
<input type="checkbox"/> Yes <input type="checkbox"/> No	My company hereby applies for <b>direct mail list rental</b> 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	<b>Direct Mail List Rental:</b> Attached is my organizations GDPR compliance statement which includes our commitment to ensuring protection and safeguarding of all personal data, how we prepared for GDPR, data subjects rights, and information security and technical and organizational measures.
<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 <b>email broadcast</b> from NACAC and agree to comply with the usage policies and charges listed above. I understand I am requesting a single email broadcast.

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