



Application for NACAC Membership Mail Lists and Email Broadcasts

General Information and Policies On Use

Mail lists are rental requests on a one-time, per-use basis. The application must be accompanied by a sample of the material (e.g., letter, flier, formatted email) to be distributed. 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.

Purpose of Use

Promotional/Commercial Use is defined as marketing that promotes or introduces products and services to NACAC members.

Mailing List

Mail lists include member name, title, institution name, mailing address, and record type for easy sorting of members who do not choose to opt out of third party mailings. **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.

Email Broadcast

Email lists are not provided directly to the renting organization. NACAC will send an HTML-formatted email broadcast to attendees on your behalf. The email will only be distributed to individuals who do not choose to opt of third party email broadcasts.

Categories (Lists include attendee record type – college, secondary, organization, etc.)

	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 and <input type="checkbox"/> Independent Counselors <input type="checkbox"/> Community Based	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	
		TOTAL	

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 bod. Must use hyper links 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 website.

File Name _____

2. **.TXT File** - FINAL TEXT ONLY COPY OF THE FILE. Including all URLs as needed.

File Name _____

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

Reply email address _____

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 cancelation of your purchase.

Contact Information and Payment:

(Please print or type in full. All orders must be prepaid.

Purchase Orders will not be accepted for list payments.)

Name _____

Title _____

Organization/Institution _____

Address _____

City/State/Zip _____

Email _____

Phone _____

Payment Options:

Charge fee to: AMEX MasterCard Visa

Card Number _____

Expiration Date _____

Signature _____

Date _____

EMAIL OR FAX APPLICATION, PAYMENT AND SAMPLE DISTRIBUTION MATERIALS TO:

dmtcenter@nacacnet.org

Fax: 703/373-2372

For more information contact: DMT Center at 703/836-2222 or at dmtcenter@nacacnet.org

My company hereby applies for mail list rental and/or email broadcast from NACAC and agree to comply with the usage policies and charges listed above. **I agree to use the mailing lists one-time only.**

Signature (required for processing) _____