



NCTM 2018 Regional Conferences Mailing List Order Forms

Pre-Registration Lists for Exhibitors and Sponsors

**Mail Postcards or Brochures to
Draw Attention to Your Display!**

1. Regional Conference Postal List Option 1

- Available until early-bird registration deadlines for each event (9/14 Hartford; 10/17 Kansas City; 11/07 Seattle).
- Early-bird projected average quantity 750 names per city
- \$320 base price + \$85 fulfillment = \$405 total

2. Regional Conference Postal List Option 2

- Available after early-bird deadlines for mailings or reference:
 - Hartford: available until Sept. 25
 - Kansas City: available until Oct. 23
 - Seattle: available until Nov. 19
- Projected average quantity 1,000 opt-in names per city
- \$440 base price + \$85 fulfillment = \$525 total

Mailers -- If you need NCOA certificate for postal discounts:

- request it as part of your original order
- \$125 will be added to fulfillment cost
- \$50 rush fee if faster than 3-day turnaround required

Published prices do not reflect commissionable rates; qualified brokers may call to inquire about discounts on NCTM conference list rentals.

**Place orders for postal mailing lists or eblasts through
Candy Brecht at MGI Lists.**

MGI believes the data contained within each list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list. **List rentals are for one time use only.**

**Email Blasts Reinforce Your Postcards to
Drive Traffic to Your Booth!**

1. Regional Conference Email Blast Option 1

- Available before early-bird registration deadlines for each event (9/14 Hartford; 10/17 Kansas City; 11/07 Seattle).
- Projected average quantity 650 opt-in names per city
- \$600 base price + setup costs (see below)

2. Regional Conference Email Blast Option 2

- Available after early-bird registration deadlines:
 - Hartford: available until Sept. 28
 - Kansas City: available until Oct. 30
 - Seattle: available until Nov. 26
- Projected average quantity 1,000 opt-in names
- \$1,125 base price + setup costs (see below)

Required on all email messages:

- Conference email messages must be pre-paid in full
- \$50 per-thousand-names transmission fee
- \$100 per setup (HTML + text = 1 setup)
- Approved message is transmitted for you
- Messages go to opt-in names only
- Base price includes 2 tests; \$100 each additional test
- \$100 rush fee if faster than 3 day turnaround required

Optional email services available:

- \$100 per additional setup of message contents
- \$100 additional if personalized within content
- \$100 additional per split
- \$100 additional to host images for sender
- \$200 additional to run mailer-provided suppression list
- \$25 per tracking report

MGI is CASL compliant: Canadian email records are excluded from the quoted counts and are not available for email messages.



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Fax 703.549.0697 Attn Candy Brecht



Postal Mailing List Order Forms

I want to order the following Regional Conference Postal List(s) Option 1:

- ☐ **Hartford:** available until September 14, 2018;
\$320 base price + \$85 fulfillment = \$405 total
- ☐ **Kansas City:** available until October 17, 2018;
\$320 base price + \$85 fulfillment = \$405 total
- ☐ **Seattle:** available until November 07, 2018;
\$320 base price + \$85 fulfillment = \$405 total
- On option 1, the projected average quantity is 750 opt-in names per city.
- ☐ Send all available names or ☐ US addresses only
- ☐ **Optional:** Provide NCOA certificate; additional \$125.

I want to order the following Regional Conference Postal List(s) Option 2:

- ☐ **Hartford:** available until Sept. 25, 2018;
\$440 base price + \$85 fulfillment = \$525 total
- ☐ **Kansas City:** available until Oct. 17, 2018;
\$440 base price + \$85 fulfillment = \$525 total
- ☐ **Seattle:** available until Nov. 19, 2018;
\$440 base price + \$85 fulfillment = \$525 total
- On option 2, the projected average quantity is 1,000 opt-in names per city.
- ☐ Send all available names or ☐ US addresses only
- ☐ **Optional:** Provide NCOA certificate; additional \$125.

- **Lists are fulfilled to you by email** in Excel format.

Provide the email address where we will ship your list _____

- Pre-registration lists are available for purchase by exhibitors or sponsors.
- Your final count (number of names) varies by location and will be confirmed before your order ships.
- **These are POSTAL lists for one-time direct mail use only; no phone, fax, or email included or permitted.**
- Your sample mail piece must be approved before your order can be confirmed.

What is your scheduled **Mail Date**? _____

Your **Need-By Date**? _____

Billing information:

- ☐ I am a new MGI customer and will prepay by check or credit card (Visa, MasterCard, or AMEX).
 - ☐ Send me a credit card payment form. ☐ I will mail a check.
- ☐ I am a regular customer of MGI Lists; bill me.

Your Organization/Company Name _____

Bill to the Attention of: _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

Please direct all questions and list orders to Candy Brecht at MGI Lists.

Prices quoted above do not allow for broker commissions; qualified brokers may call to inquire about terms.



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NCTM Email Blast Order Form for Exhibitors and Sponsors of Fall 2018 Regional Conferences

Complete & return this form to MGI and email the HTML and text versions of your proposed email message.

Regional Conference Email Blast Option 1:

- ☐ **Hartford:** available until September 14, 2018; \$600 base price + setup costs (see below)
- ☐ **Kansas City:** available until October 17, 2018; \$600 base price + setup costs (see below)
- ☐ **Seattle:** available until November 7, 2018; \$600 base price + setup costs (see below)
- *On option 1, the projected average quantity is 650 opt-in names per city.*

Regional Conference Email Blast Option 2:

- ☐ **Hartford:** available until September 28, 2018; \$1,125 base price + setup costs (see below)
- ☐ **Kansas City:** available until October 30, 2018; \$1,125 base price + setup costs (see below)
- ☐ **Seattle:** available until November 26, 2018; \$1,125 base price + setup costs (see below)
- *On option 2, the projected average quantity is 1,000 opt-in names per city.*

Setup/Transmission for email messages:

- | | |
|---|--|
| <input checked="" type="checkbox"/> \$100 for each setup (required) | <input checked="" type="checkbox"/> \$50/M transmission fee (required) |
| <input type="checkbox"/> \$100 testing fee after 2 tests | <input type="checkbox"/> \$200 suppression list (optional) |
| <input type="checkbox"/> \$100 host sender's images (optional) | <input type="checkbox"/> \$100 personalization (optional) |
| <input type="checkbox"/> \$100 per split (optional) | <input type="checkbox"/> \$25 per tracking report (optional) |

MGI is CASL compliant: Canadian email records are excluded from the quoted counts and are not available for email messages.

② Billing information. Conference email messages must be prepaid before your message is transmitted.

- ☐ Send me a credit card payment form for MasterCard, Visa, or American Express. ☐ My check will arrive no later than _____
- Organization/Company Name _____
- Bill to the Attention of: _____
- Street Address _____
- City/State/Zip _____
- Phone _____ Fax _____

③ We are CAN-SPAM compliant and REQUIRE the following information on every email message:

a. Identify the name **displayed as the sender** of your message—this is not an email address, but identifies the author of the message. It may be your company or the name of an individual. *Note that the active email for bounces will be noreply@mgilists.net.*

Your email will be: **FROM:** _____

b. What is your **SUBJECT** line? (Recommended length 35 characters or shorter.)

SUBJECT LINE: _____

c. Remember to include your organization's **complete physical address** on the outbound email message.

④ **TEST MESSAGE.** MGI and you—as the sender—will receive and *must approve* a test message before the email message is cleared to transmit. Specify one or more email addresses to receive and approve the test message. *(Tests go out immediately prior to your selected delivery date. If you will be traveling then, tell us who can approve the test if you are not available).*

CBrecht@MGILists.com _____ @ _____

Important Note: We will setup and queue your message to accommodate your requested delivery date. Each setup carries a \$100 non-refundable setup cost. If you cancel after the test setup, you will owe the non-refundable setup fee.

⑤ YOUR REQUESTED EMAIL DELIVERY DATE: _____

We can accommodate but recommend you avoid scheduling messages for October 13 or November 11.



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A DIVISION OF MARKETING GENERAL INCORPORATED

We offer some basic guidelines to help improve the deliverability of your message to an email list managed by MGI.

Guidelines Group 1, to help your message avoid being marked as SPAM.

- Avoid using exclamation points (!), dollar signs (\$), and ALL CAPS in the subject line.
- Keep your subject line brief and to the point.
- Avoid using exclamation points (!) and dollar signs (\$) in the email body.
 - Limited usage is okay; avoid repeated usage.
- Avoid SPAM trigger words in the subject line or email content.
 - Examples of these are “free,” “guarantee,” “guaranteed,” “dear,” “50%,” “100%,” “click,” “click here.”
- Use an equal balance of images and text.
- Use alt tags (alternative text tags) on all images.
 - These tags will display if the recipient has disabled images.
 - This will increase the ratio of text-to-images and help SPAM filters determine the email content.
- **Avoid putting text inside images.**
 - *Email clients cannot read text embedded within images, so when an email has little other text it is typically marked as SPAM.*

Guidelines Group 2, to help your message deliver successfully across many email clients in popular use (including Microsoft, Gmail, Hotmail).

- Use standard HTML. Do not use Javascript.
- Use alt tags (alternative text tags) on *all* images. These tags will display if the recipient has disabled images.
- Avoid setting image width or height.
 - Most email programs will only display images in their true size.
 - It is best to include the image height and width settings to keep the email spaced properly when images are disabled.
- Avoid using background images.
 - Most email programs will ignore background images.
 - If you do use background images, be sure to set a default background color.
- Use nested tables for the email layout.
 - CSS is a style sheet language used for defining the formatting of a document. Most cascading style sheets (or CSS) styling will not render correctly.
 - Avoid left and right margin settings. Those settings will be ignored by many email programs.