CELEBRATE SOCIAL RESPONSIBILITY
November 13–15, 2015

New Orleans
95th Annual Conference

NCSS
National Council for the Social Studies

95th NCSS Annual Conference, New Orleans Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans, LA., November 13-15, 2015

Pre-Registration Mailing Lists & Email Messages for Exhibitors and Sponsors

POSTAL LISTS
3 versions available

Postal List 1 September
- Available End of September 2015
- Estimated 1,500 names
- $400 base price + $85 fulfillment = $485

Postal List 2 October
- Available End of October 2015
- Estimated 2,700 names
- $630 base price + $85 fulfillment = $715

Postal List 3 January 2016
- Available starting January 2016
- Estimated 3,500 names
- $640 base price + $85 fulfillment = $725

Mailers –
If you need the NCOA certificate to qualify for postal discounts on your mailpiece:
- request it as part of your original order
- additional $125 will be added to fulfillment cost

Conference list prices are not commissionable as published; qualified brokers may call to discuss arrangements.

*We are CASL compliant: Canadian email records are excluded from the quoted counts and are not available for use.

EMAIL MESSAGES
3 versions available!

Email Message 1 September
- Available End of September 2015
- Estimated 1,300* opt-in names
- $1,120 base price + fees itemized below

Email Message 2 October
- Available End of October 2015
- Estimated 2,100* opt-in names
- $1,680 base price + fees itemized below

Email Message 3 January 2016
- Available starting January 2016
- Estimated 3,500* opt-in names
- $1,680 base price + fees itemized 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

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2015 NCSS <u>Postal</u> Mailing List Order Form for Exhibitors and Sponsors

☐ **Postal List 1 September**
- Available End of Sept. 2015
- $400 base price ($485 total)
- Estimated 1,500 opt-in names

☐ **Postal List 2 October**
- Available End of Oct. 2015
- $630 base price ($715 total)▪ Estimated 2,700 names

☐ **Postal List 3 January 2016**
- $640 base price ($725 total)
- Estimated 3,500 names
- Available starting January 2016

☑ $85 fulfillment fee required for all conference postal mailing lists.
☐ **Optional:** NCOA certificate available on request, for additional $125.

▪ **The list will ship to you by email. Give the email address to receive your list** _____

▪ Pre-registration lists are available for purchase by exhibitors or sponsors.

▪ The number of names estimated may vary from actual; your actual count will be confirmed before your order ships. All list counts exclude names who opted-out of third-party mailings.

▪ **These are POSTAL lists for direct mail only; no phone, fax, or email included or permitted.**

▪ Your sample mail piece is required before your order can be confirmed.

What is your scheduled **Mail Date?** _____   Your Need-By Date? _____

Billing information:

☐ I am a <u>new MGI customer and will prepay</u> at a later date 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 _____

Prices quoted above are not commissionable; qualified brokers may call to inquire about terms.
MGI believes the data contained within this 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.

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2015 NCSS Conference <u>Email Message</u> Order Form for Exhibitors

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

❶ **Select the general timing for delivery of your email message.**

☐ **Email Option 1: September**	☐ **Email Option 2: October**	☐ **Email Option 3: January**
▪ Available End of Sept. 2015	▪ Available End of Oct. 2015	▪ Available starting January 2016
▪ $1,120 base plus tx/setup costs	▪ $1,680 base plus tx/setup costs	▪ $1,680 base plus tx/setup costs
▪ Estimated 1,300* names	▪ Estimated 2,100* names	▪ Estimated 3,500* names

Transmission costs for email messages: ☑ $100 for each setup (required) ☑ $50/M transmission (tx) fee (required)
☐ $100 testing fee after 2 tests ☐ $200 suppression list (optional) ☐ $100 personalization (optional)
☐ $100 host sender's images (optional) ☐ $100 per split (optional) ☐ $25 per tracking report (optional)
We are CASL compliant: Canadian email records are excluded from the quoted counts and are not available for messages.

❷ **Billing information. Conference email messages must be prepaid before the 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 _____

❸ **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.

❹**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)*.**
　　　RMsmith@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.

❺ **YOUR REQUESTED EMAIL DELIVERY DATE:** _____

MGI/LISTS
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.