NACAC
National Association for College Admission Counseling

EMAIL COMPLETED APPLICATION AND SAMPLE MATERIALS TO:
nacac@theygsgroup.com

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 organization's 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 digital copy of what you plan to send.
- ❑ GDPR Compliance – The applicant must submit their organization's GDPR compliance statement and DPO contact 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	Direct Mail List	Email Broadcast	Subtotal
☐ **Full file**	**$2,000**	$2,500	
☐ **College/University Only**	**$1,500**	$2,000	
☐ **Secondary Schools Only**	**$1,500**	$2,000	
☐ **Secondary Schools *and*** ☐ **Community Organizations** ☐ **Independent Educational Consultants**	**$1,500**	$2,000	
		TOTAL	**$**

Contact Name_____

Organization/Institution _____

Email_____

Phone_____

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

☐ _____
Desired SEND Date

****Upon approval of these items and this application, you will receive a confirmation and an email test for approval. Failure to provide these items will result in delays or cancelation of purchase.**

GDPR Compliance – the applicant must submit their organization's GDPR compliance statement with the direct mail list application.		
☐ **Yes**	☐ **No**	**Direct Mail List Rental:** My organization hereby applies for **direct mail list rental** from NACAC and agree to comply with the usage polices and charges listed above. **I agree to use the mailing lists one-time only**. DPO Contact Name: Email: Phone:
☐ **Yes**	☐ **No**	**Direct Mail List Rental:** Attached is my organization's 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.
☐ **Yes**	☐ **No**	**Direct Mail List Rental:** My organization 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.
☐ **Yes**	☐ **No**	**Email Broadcast:** My organization hereby applies for **email broadcast** from NACAC and agree to comply with the usage polices and charges listed above. I understand I am requesting a single email broadcast.

Signature (required for processing) _____