



Application for NACAC Conference 2024 Direct Mail List / Email Broadcast

Send **COMPLETED** form and sample distribution materials to: nacac@theygsgroup.com

General Information and Usage Policies

NACAC Conference 2024 will take place September 26-28. 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 conference registrants. This includes notices of events (receptions, meetings, or other events) held in conjunction with the conference. 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 company's GDPR Compliance notice and the Data Protection Officer's (DPO) contact information.

DIRECT MAIL LIST

Direct mail lists include the following information for all conference attendees that opted in to receive conference related information from third parties at the time the list is produced: attendee name, title, institution name, mailing address and registration type for easy sorting. Phone 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.

When You Will Send Your Item:

- Pre-Conference**
(Lists produced and emailed 8/15 through 9/23)
- Post-Conference**
(Lists produced and emailed 9/30 through 11/5)

What You Must Provide:

A digital copy of what you plan to send **MUST** accompany the application.

Categories

- Full file
- College/University Only
- Secondary Schools Only

Rates must be fully paid to receive any of the following items

<i>Please Mark Your Selection Below and Enter a Total</i>	Cost
<input type="checkbox"/> Pre-Conf. Direct Mail List	\$1000
<input type="checkbox"/> Post-Conf. Direct Mail List	\$1000
<input type="checkbox"/> Pre-Conf. Email Broadcast	\$2000
<input type="checkbox"/> Post-Conf. Email Broadcast	\$2000
Total	

APPLICANT CONTACT INFORMATION

We will contact you once your application is approved to provide payment. For direct mail list purchase: A digital copy of what you plan to send **MUST** accompany the application.

Name _____

Organization/Institution _____

E m a i l _____

Phone _____

EMAIL BROADCAST

Email lists are not provided directly to the renting organization. NACAC will send an HTML-formatted broadcast to conference attendees on your behalf. Email broadcasts are not scheduled until all items are received and approved. Orders are processed on a first-come-first served basis. Emails will be sent in the morning and afternoon Monday through Friday: **Pre-conference 8/15 through 9/23; Post conference 9/30 through 11/5.**

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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 phones and other devices
- Not generated in 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)
- 2) **.TXT File** (final TEXT ONLY copy of the file; include all URLs as needed)
- 3) **NAME** to be listed on the "From" line (i.e., XYZ University or John Doe, XYZ University, etc.)
- 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 cancellation of your purchase.

GDPR Compliance (non-compliance will result in a denial of list purchase or email broadcast)		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	My company hereby applies for direct mail list rental from NACAC and agrees to comply with the usage policies and charges listed above. I agree to use the mailing list one-time only. DPO Contact Name: _____ Email: _____ Phone: _____
<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 email broadcast from NACAC and agrees to comply with the usage policies and charges listed above. I understand I am requesting a single email broadcast.

Signature (required for processing)