

National Conference on Education™

Hosted by the American Association of School Administrators



NEW Mailing List Options for 2010

- Lower prices
- More choices
- E-mail blast to pre-registrants

February 11-13, 2010 ▪ Phoenix Convention Center Pre-Registration Lists for Exhibitors and Sponsors

Mailing List Price Information and Availability for NCE 2010.

POSTAL LISTS 4 versions available

- 1. NEW Early-Bird Pre-Registration Option!**
 - Available for mail dates December 4-January 8
 - \$400 flat fee plus \$70 shipping
- 2. New Follow-Up Option! January Pre-Registration List**
 - Available for mail dates January 11-February 2
 - \$490 flat fee plus \$70 shipping
- 3. New Double Pre-Registration Option!
Early-bird + January Lists**
 - Available for mail dates December 4-February 2
 - \$800 flat fee plus \$70 shipping
 - Both lists must be ordered at same time and prepaid before first mail date.
- 4. Post-Conference List with on-site registrations**
 - Available for mail dates after mid-March 2010
 - \$200 per thousand names plus \$70 shipping

*Mailers –Please include the following language on your mail piece:
This event is not part of the official AASA National Conference on
Education as planned by the Program Committee.*

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

- request it as part of your original order
- additional \$35 will be added to shipping cost

No broker discount on NCE list rentals.

E-MAIL BLASTS 2 versions available

NCE adds value with a new way for you to deliver messages to pre-registrants before the show!

- 1. First Pre-Registration E-mail Blast**
 - Available January 11 – January 29
 - \$600 flat fee for first 1,400 names; additional fees apply for orders over 1,400 names
- 2. Last-Minute Pre-Registration E-mail Blast**
 - Available February 1 – February 10
 - \$1,100 flat fee for first 2,000 names; additional fees apply for orders over 2,000 names

On all e-mail messages to NCE pre-registrants:

- Message is sent by MGI; list is not shipped to mailer
- Subject line must begin: Brought to you by AASA
- E-Mail messages must be pre-paid
- Flat-fee price includes text format
- Opt-in names only; opt-outs have been removed from counts
- \$100 additional for each HTML setup
- \$100 additional if personalized
- \$200 additional for suppression list
- \$100 testing fee after 3 tests
- Bouncebacks and opt-outs not shared with mailer

*Order postal and e-mail blasts through list manager
Santo Scrimenti at the MGI List Division of
Marketing General Inc.*



A division of Marketing General Inc.
209 Madison Street, Ste 300, Alexandria VA 22314

1.800.899.4420 ext 390

Fax 703.549.0697

Attn: Santo Scrimenti

email: SScrimenti@MGILists.com

www.MGILists.com



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2010 Conference Mailing List Order Form

I want to rent: Postal E-mail Both
 Send me information on the AASA Masterfile available all year.

Contact Name: _____

Company/Organization: _____

List Broker* Contact (if applicable): _____

Street (Billing) Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-mail for contact person: _____

Postal Lists ship by e-mail only: \$70 handling fee. NCOA, if requested, is additional \$35.

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

If Double order, what is your second **Mail Date**? _____ 2nd Need-By Date? _____

Method of Payment (Check One):

Note that all e-mail blasts must be paid in advance of transmission date.

Purchase Order # _____ Total cost** for this list rental: _____

Check

Credit Card (check one): MasterCard Visa American Express
Card Number: _____ Exp month/year: _____

Name as it appears on the card: _____

** No broker discount on NCE list rentals. ** First-time and pre-pay orders will receive a pro forma invoice itemizing costs for advance payment.*

Please include the following language on your mail piece: This event is not part of the official AASA National Conference on Education as planned by the Program Committee.

To Rent Postal Lists:

1. Submit sample mailpiece to list manager Santo Scrimenti (sscrimenti@mgllists.com; fax 703.549.0697; phone 800.899.4420 or 703.703.0390).
2. First-time customers must prepay before list is shipped. **
3. Postal lists are for one-time usage for list-owner approved direct mail purposes only.

To Schedule E-Mail Blasts:

1. Complete the E-Mail Order form page and return it with this Order Form to list manager Santo Scrimenti.
2. When usage and message are approved, MGI will schedule your e-mail transmission to the opt-in names on the convention pre-registration list. You will receive a test message that you must approve before the blast transmits.
3. All e-mail transmissions must be prepaid before the message releases.

**Please direct all questions and list orders to the MGI List Division of Marketing General Inc.
List Manager for AASA and NCE 2010 is Santo Scrimenti.**



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Order Form for E-Mail Blasts to NCE 2010 Pre-Registrants

If you plan to send an e-mail message to the 2010 NCE pre-registration list, then you must complete all sections below and **return this form along with the Conference Mailing List Order Form to MGI** to process your request. Certain information must be included with the actual e-mail blast, including an "unsubscribe" option and your physical address.

To improve deliverability, **provide both HTML and text versions** of the proposed e-mail message; the HTML and text versions also function as your sample mailpiece for list owner approval before your order can be processed.

STEP 1: Select version

First Pre-Registration E-mail Blast

- Available Jan. 11 – Jan. 29;
you may order in advance
- \$600 flat fee for first 1,400 names
- plus \$200/M for orders over 1,400 names

Last-Minute Pre-Registration E-mail Blast

- Available Feb. 1 – Feb. 10;
you may order in advance
- \$1,100 flat fee for first 2,000 names
- plus \$300/M for orders over 2,000 names

On all e-mail blasts:

- \$100 for each HTML setup
- \$200 suppression list
- \$100 testing fee after 3 tests
- \$100 if personalization requested
- **Subject line must begin: Brought to you by AASA**

STEP 2: Mailer Contact Information

Company/Organization: _____

Contact Name: _____

Phone: _____ E-Mail: _____

STEP 3: Required Information for Outbound E-mail Blasts:

a. Unsubscribe address (required) where recipients who ask to opt-out will be forwarded to create a suppression file for your future messages: Your unsubscribe email address is: _____

b. Identify how you want the SENDER of your message identified. Your e-mail will be:

FROM: _____

c. Specify the SUBJECT line (required) of your outbound message.

SUBJECT LINE: _____

d. Your organization's complete physical address must appear on the outbound e-mail message. If the address is the same as on the billing section, check here:

If different, provide complete street address as part of your email message.

STEP 4: Test Message. MGI and you – as the mailer – will receive and approve a test message before the e-mail blast is cleared to transmit. Specify one or more email addresses to receive and approve the test message.

SScrimenti@mglilists.com _____ @ _____

Note: all final e-mail messages are automatically seeded to monitor usage.

STEP 5: Identify your desired e-mail date and time: _____

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