



**INTERNATIONAL
Reading
Association**

2010 IRA Convention Mailing List Information



- Lower prices
- Earlier option for e-mail messages

55th Annual Convention

Reading in Many Languages

April 25–28, 2010 • McCormick Place • Chicago, Illinois

Pre-Registration Lists for Use by Exhibitors and Sponsors

Use this form to order postal or e-mail lists.

POSTAL LISTS

3 versions available

Early-Bird Pre-Registration Postal List

- Available for mailings beginning March 8
- \$185 per thousand names plus \$70 shipping; no selects other than Nth; no NCOA certificate included unless requested

Regular Pre-Registration Postal List

- Available for mailings beginning April 5
- \$195 per thousand names plus \$70 shipping; no selects other than Nth; no NCOA certificate included unless requested

Post-Convention Registration Postal List containing all on-site and last-minute registrations

- Available for mailings beginning mid-May
- \$185 per thousand names plus \$70 shipping; no selects other than Nth; no NCOA certificate included unless requested

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

E-MAIL MESSAGES

Back by popular demand and now expanded with 2 versions

Early Pre-Registration E-mail Blast

- April 1–April 13
- Flat fee of \$1,600 for first 4,000 names plus \$100 for each HTML setup; additional fees apply for orders over 4,000 names

Last-Minute Pre-Registration E-mail Blast

- April 14–April 23
- Flat fee of \$2,000 for first 5,000 names plus \$100 for each HTML setup; additional fees apply for orders over 5,000 names

On all e-mail messages to pre-registrants for IRA:

- E-mail messages are pre-pay only
- Flat-fee price includes text format
- Additional \$100 for each HTML setup
- Additional \$100 if personalized
- Bouncebacks may not be captured by mailer
- No selects on e-mail; you may Nth for quantity at no additional cost

MGI Lists
THE ASSOCIATION LIST COMPANY

▶ A DIVISION OF MARKETING GENERAL INC.

www.mgilists.com



2010 IRA Convention Mailing List Order Form

Postal E-mail Both

Contact Name: _____

Company: _____

List Broker Contact (if applicable): _____

Street (Billing) Address: _____

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

Country: _____ Phone: _____ Fax: _____

E-mail for contact person: _____

Postal List ships by e-mail only, \$70 handling and format fee.

Ship-to e-mail address: _____

Method of Payment (Check One)

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

Purchase Order (give P.O. number) _____

Check

Credit Card (Check One): MasterCard Visa American Express

Card Number: _____ Expiration Month & Year: _____

Name as it appears on the card: _____

To Rent Postal Lists:

1. Submit sample mailpiece to list manager Candy Brecht (cbrecht@mgilists.com; fax 703.549.0697; phone 800.899.4420 or 703.706.0383).
2. First-time customers must prepay before the list is shipped.
3. Postal lists are for one-time usage for list-owner approved direct mail purposes only.

To Schedule E-mail Transmissions:

1. Complete the E-mail Order form page and return it with this Order Form to list manager Candy Brecht (cbrecht@mgilists.com; fax 703.549.0697; phone 800.899.4420 or 703.706.0383).
2. When usage and message approved, MGILists 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 orders to:

Candy Brecht, senior list manager
MGI List Division of Marketing General Inc.
209 Madison Street, Suite 300
Alexandria, Virginia 22314-1764

Phone 800.899.4420 ext 383 or 703.706.0383
Fax 703.549.0697
cbrecht@mgilists.com
www.mgilists.com or www.marketinggeneral.com



2010 IRA Convention Order Form for E-mail Messages to Pre-Registrants

Complete and return this page for each e-mail list rental request

If you plan to send an e-mail message to the IRA convention pre-registration list, you must complete all sections below and return this form to MGILists to process your request without delay. Note: Certain information must be included with the actual transmission, including an "unsubscribe" option and your physical address.

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

1. Select Your IRA E-mail Message
- | | |
|---|--|
| <input type="checkbox"/> Early Pre-Registration E-mail Blast
<i>Available for transmission April 1-13; may be ordered in advance</i>
Flat fee of \$1,600 for first 4,000 names plus \$100 for each HTML setup. Additional fees apply for orders over 4,000 names. | <input type="checkbox"/> Last-Minute Pre-Registration E-mail Blast
<i>Available for transmission April 14-23; may be ordered in advance</i>
Flat fee of \$2,000 for first 5,000 names plus \$100 for each HTML setup. Additional fees apply for orders over 5,000 names. |
|---|--|

On all e-mail messages to pre-registrants for IRA:

- E-mail messages are pre-pay only
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- Additional \$100 for each HTML setup
- Additional \$100 if personalized
- Bouncebacks may not be captured by mailer
- No selects on e-mail; you may Nth for quantity at no additional cost

2. Mailer Contact Information

Company Name: _____

Contact Person: _____

Telephone: _____ E-mail: _____

3. Required Information for the Outbound E-mail Transmission

You **must** provide an e-mail address at your organization where recipients who request to opt-out (unsubscribe) will be forwarded to create a suppression file for your future messages. Identify that e-mail address:

_____@_____

You must specify how you want the sender of your e-mail identified: This e-mail is

From: _____

You must specify the **subject line** of your e-mail:

Subject Line: _____

You must provide a complete physical mailing address for your organization; this 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 the physical address to be included on the e-mail transmission:

Company name: _____

Company street address: _____

Company city/state/zip code/country if not U.S.: _____

4. Test Message

MGILists and you, as mailer, will receive and approve a test message before the e-mail blast is cleared to transmit.

Specify one or more e-mail addresses to receive and approve the test message in advance of the actual transmission.

cbrecht@mgilists.com _____@_____

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

5. Identify your desired e-mail date: _____

6. SPECIAL INSTRUCTIONS: _____

Please direct all questions and orders to Candy Brecht, senior list manager, MGI List Division

Marketing General Inc.
209 Madison Street, Suite 300
Alexandria, Virginia 22314-1764

Phone 800.899.4420 ext 383 or 703.706.0383; Fax 703.549.0697
cbrecht@mgilists.com
www.mgilists.com or www.marketinggeneral.com