

Conference Mailing List Options for 2011

- Choices on quantity & dates
- E-mail blast to pre-registrants

**December 2-4, 2011 ▪ Washington, D.C.
 Pre-Registration Lists for Use by Exhibitors and Sponsors**

**POSTAL LISTS
 3 versions available**

1. Postal 1 September Pre-Registration Option

- Available for mail dates before October 1, 2011;
 est. 800 names
- \$275 flat fee plus \$80 shipping

2. Postal 2 October Pre-Registration List

- Available for mail dates October 1-31, 2011;
 est. 1,500 names
- \$325 flat fee plus \$80 shipping

3. Postal 3 November Final Pre-Registration List

- Available for mail dates after November 1, 2011;
 est. 2,800 names
- \$450 flat fee plus \$80 shipping

Mailers –

If you need the NCOA certificate to qualify for postal discounts on your mailpiece:

- request it as part of your original order
- additional \$95 will be added to shipping cost

*Conference list prices do not include broker discount;
 qualified brokers may call to discuss arrangements.*

**E-MAIL BLASTS
 3 versions available!**

1. October Eblast 1

- Available October 1-October 31
- \$900 flat fee; est. 1,500 names

2. Early November Eblast 2

- Available November 1-14
- \$1,200 flat fee; est. 1,900 names

3. Late November Eblast 3

- Available November 15-December 1
- No eblasts will be scheduled November 23-27
- \$1,400 flat fee; est. 2,100 names

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

- Message is sent by MGI; list is not shipped to mailer
- E-Mail messages must be pre-paid
- \$100 additional per setup (HTML & text count as 1 setup)
- Opt-in names only; opt-outs have been removed from counts
- \$100 additional if personalized (optional)
- \$200 additional for suppression file (optional)
- Bouncebacks and opt-outs not shared with mailer
- Additional fees apply if registration exceeds estimated counts or if additional services are requested

*Order your NCSS postal lists and e-mail blasts through
 Elena Hawkins at the MGI List Division of Marketing
 General Inc.; full contact information below.*





91st Annual Conference National Council for the Social Studies

Conference Mailing List Order Form
To schedule eblasts, also complete and return the next page

- Requesting usage of: Sept Postal 1 @ \$275 Oct Postal 2 @ \$325 Nov Postal 3 @ \$450
 Oct Eblast 1 @ \$900 early Nov Eblast 2 @ \$1,200 late Nov Eblast 3 @ \$1,400
 Send me information on the NCSS Mailing List 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; \$80 handling fee. NCOA, if requested, is additional \$95.- YES, send NCOA

What is your scheduled Mail Date? _____ Your 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** this list rental: _____
 Check
 Credit Card (check one): Master Card Visa American Express
Card Number: _____ Exp month/year: _____
Name as it appears on the card: _____

* No broker discount on NCSS conference list rentals. ** First-time & pre-pay orders will receive a pro forma invoice itemizing costs.

To Rent Postal Lists:

1. Submit sample mailpiece to list manager Elena Hawkins (ehawkins@mgilists.com; fax 703.549.0697; phone 800.899.4420 or 703.703.0325).
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:

Complete the E-Mail Order form page and return it with this Order Form to list manager Elena Hawkins.

Please direct all list questions and orders to the MGI List Division of Marketing General Inc.
List Manager for NCSS and the 2011 Conference is Elena Hawkins.



209 Madison Street | Third Floor | Alexandria VA 22314

1-800-899-4420 ext 325
Fax: 703-549-0697
Attn: Elena Hawkins
email: ehawkins@mgilists.com
www.MGILists.com



91st Annual Conference
National Council for the Social Studies
Order Form for Eblasts to 2011 Pre-Registrants

Complete and return this page with the Conference Mailing List Order Form

If you plan to send an e-mail message to the 2011 pre-registration list, please complete all sections below and return this form along with the Conference Mailing List Order Form to MGI to process your request.

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: Choose your version. You are encouraged to reserve your blast well in advance of deployment date.

- October Eblast 1: For messages sent Oct. 1-31; \$900 base fee
early November Eblast 2: For messages sent Nov 1-15; \$1,200 base fee
late November Eblast 3: For messages sent Nov 16-Dec. 1; No messages will be sent Nov. 23-27; \$1,400 base fee

On all eblast messages to NCSS pre-registrants:

- Eblast messages must be pre-paid
Base fee includes maximum 3 tests
\$100 additional per setup (HTM + text considered 1 setup)
\$200 additional for suppression list
Message is sent by MGI; list is not shipped to mailer
Opt-in names only; opt-outs removed from counts
\$100 testing fee after 3 tests
\$100 additional if personalized
Bouncebacks and opt-outs not shared with mailer

STEP 2: Mailer Contact Information

Company/Organization:
Contact Name:
Phone: E-Mail:

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

- a. REQUIRED: Provide an UNSUBSCRIBE email address 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. REQUIRED: Identify how you want the SENDER of your message identified. Your e-mail will be: FROM:
c. REQUIRED: Specify the SUBJECT line of your outbound message. SUBJECT LINE:
d. REQUIRED: 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 on prior page, check here: If different, include your 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.

EHawkins@mgiilists.com @
Note: all final e-mail messages are automatically seeded to monitor usage.

STEP 5: Identify your desired e-mail date:



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1-800-899-4420 ext 325
Fax: 703-549-0697
Attn: Elena Hawkins
email: ehawkins@mgiilists.com
www.MGILists.com