Exhibitors and Sponsors

Connect with students before and after Convention with Postal/Email mailing lists.

POSTAL LISTS
3 versions available!

Postal List 1 January
- Available during January 2019
- Estimated 400 names
- $315 base price + $85 fulfillment = $400

Postal List 2 February
- Available during February 2019
- Estimated 800 names
- $615 base price + $85 fulfillment = $700

Postal List 3 After Convention
- Available starting April 2nd 2019
- Estimated 1,100 names
- $815 base price + $85 fulfillment = $900

Mailers –
If you need the NCOA certificate to qualify for postal discounts on your mail piece:
- request it as part of your original order
- $125 will be added to fulfillment cost

Add $50 for rush handling faster than 3 days from receipt of initial request.

Convention list prices are not commissionable as published; qualified brokers may call to discuss arrangements.

EMAIL MESSAGES
3 versions available!

We are CASL compliant: Canadian email records are excluded from the quoted counts and are not available for use.

Email Message 1 January
- Available during January 2019
- Estimated 350* opt-in names
- $630 base price + fees itemized below

Email Message 2 February
- Available February – March 6th 2019
- Estimated 700* opt-in names
- $1,200 base price + fees itemized below

Email Message 3 After Convention
- Available starting April 2nd 2019
- Estimated 900* opt-in names
- $1,200 base price + fees itemized below

***Required* on all email messages:**
- Convention email messages must be pre-paid in full
- $50 per-thousand-names transmission fee
- $100 per setup (HTML + text = 1 setup)
- Approved message is transmitted for you
- Messages go to opt-in names only
- Base price includes 2 tests; $100 each additional test
- $100 rush fee if faster than 3 day turnaround required

***Optional* email services available:**
- $100 per additional setup of message contents
- $100 additional if personalized within content
- $100 additional per split
- $100 additional to host images for sender
- $200 additional to run mailer-provided suppression list
- $25 per tracking report

2019 AMSA
Postal Mailing List Order Form
for Exhibitors and Sponsors

☐ **Postal List Option 1: January**
- Available during January 2019
- estimated 400 names
- $315 base price plus $85 fulfillment cost

☐ **Postal List Option 2: February**
- Available during February 2019
- estimated 800 names
- $615 base price plus $85 fulfillment cost

☐ **Postal List Option 3: After the Convention**
- Available starting April 2nd 2019
- estimated 1,100 names
- $815 base price plus $85 fulfillment cost

☑ **Required:** $85 fulfillment fee required for all postal mailing lists.
Additional $50 for rush handling if mailer needs the list faster than 3 days from receipt of initial request.
☐ **Optional:** NCOA certificate available on request, for additional $125.

- **Lists are fulfilled to you by email** in Excel format.
  Provide the email address where we will ship your list _____
- Pre-registration lists are available for purchase by exhibitors or sponsors; others may purchase the post-convention list.
- The number of names available (the counts) changes throughout the registration period and opt-outs are excluded. Your final count and actual cost will be confirmed before your order ships to provide your printing and postage quantity.
- **These are POSTAL lists for one-time direct mail use only; no phone, fax, or email included or permitted.**
- Your sample mail piece is required before your order can be confirmed. If you plan to use the list for reference only, provide a statement to that effect.

What is your scheduled **Mail Date?** _____   **Your Need-By Date?** _____
Billing information:
☐ I am a new MGI customer and will prepay by check or credit card (Visa, MasterCard, or AMEX).
    ☐ Send me a credit card payment form.   ☐ I will mail a check.
☐ I am a regular customer of MGI Lists; bill me.

Your Organization/Company Name_____
Bill to the Attention of: _____
Street Address _____
City/State/Zip_____
Phone _____ Fax _____

Please direct all questions and list orders to Candy Brecht at the MGI List Division of Marketing General Inc.
Prices quoted above are not commissionable; qualified brokers may call to inquire about terms.
MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing.
In no event will MGI's liability exceed the cost of the list. List rentals are for one time use only.
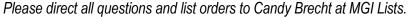
MGI/LISTS
A division of Marketing General Incorporated
625 N. Washington Street, Suite 450, Alexandria VA 22314

703.706.0383
Email CBrecht@MGILists.com
www.MGILists.com
Fax 703.549.0697 Attn Candy Brecht

2019 AMSA
Email Message Order Form
for Exhibitors and Sponsors

2019 amsa CONVENTION & EXPOSITION
WASHINGTON D.C.
MARCH 7 — MARCH 10

**Complete & return this form to MGI and email the HTML and text versions of your proposed email message.
Also check MGI's Guidelines for HTML Design.**

❶ **Select the general timing for delivery of your email message.**

☐ **Email Option 1**
Available during January 2019
estimated 350* names
$630 base price plus setup costs

☐ **Email Option 2**
Available during Feb. – Mar. 6, 2019
estimated 700* names
$1,200 base price plus setup costs

☐ **Email Option 3**
Available starting April 2, 2019
estimated 900* names
$1,200 base price plus setup costs

Transmission costs for email messages: ☑ $100 for each setup (required) ☑ $50/M transmission fee (required)
☐ $100 testing fee after 2 tests ☐ $200 suppression list (optional) ☐ $100 personalization (optional)
☐ $100 host sender's images (optional) ☐ $100 per split (optional) ☐ $25 per tracking report (optional)
Once a HTML has tested, if cancelled there is a $100 charge
  * MGI is CASL compliant: Canadian email records are excluded from the quoted counts and are not available for email messages.

❷ **Billing information. Convention email messages must be prepaid before the message is deployed.**

☐ Send me a credit card payment form for MasterCard, Visa, or American Express.   ☐ I will mail a check.
Organization/Company Name_____
Bill to the Attention of: _____
Street Address _____
City/State/Zip_____
Phone _____ Fax _____

❸ **REQUIRED** Information on every email Message:
a. Whose name is displayed as the SENDER of your message? Your email will be: **FROM:** _____
    The active email for bounces will be noreply@mgilists.net
b. What is your SUBJECT line? (Recommended length 35 characters or shorter.)
    SUBJECT LINE: _____
c. Remember to include your organization's **complete physical address** on the outbound email message*.*

❹**TEST MESSAGE.** MGI and you–as the sender–will receive and *must approve* a test message before the email message is cleared to transmit. Specify one or more email addresses to receive and approve the test message (***Tests go out immediately prior to your selected delivery date. If you will be traveling then, tell us who can approve the test if you are not available).***
    CBrecht@MGILists.com   _____ @ _____
    Note: all final email messages are automatically seeded to monitor usage.

❺ **YOUR DESIRED EMAIL DELIVERY DATE:** _____

Please direct all questions and list orders to Candy Brecht at MGI Lists.

MGI/LISTS

A division of Marketing General Incorporated
625 N. Washington Street, Suite 450, Alexandria VA 22314

703.706.0383
Email CBrecht@MGILists.com
www.MGILists.com
Fax 703.549.0697 Attn Candy Brecht

We offer some basic guidelines to help improve the deliverability of your message to an email list managed by MGI.

Guidelines Group 1, to help your message avoid being marked as SPAM.
- Avoid using exclamation points (!), dollar signs ($), and ALL CAPS in the subject line.
- Keep your subject line brief and to the point.
- Avoid using exclamation points (!) and dollar signs ($) in the email body.
  - Limited usage is okay; avoid repeated usage.
- Avoid SPAM trigger words in the subject line or email content.
  - Examples of these are "free," "guarantee," "guaranteed," "dear," "50%," "100%," "click," "click here."
- Use an equal balance of images and text.
- Use alt tags (alternative text tags) on all images.
  - These tags will display if the recipient has disabled images.
  - This will increase the ratio of text-to-images and help SPAM filters determine the email content.
- **Avoid putting text inside images.**
  - Email clients cannot read text embedded within images, so when an email has little other text it is typically marked as SPAM.

Guidelines Group 2, to help your message deliver successfully across many email clients in popular use (including Microsoft, Gmail, Hotmail).
- Use standard HTML. Do not use Javascript.
- Use alt tags (alternative text tags) on *all* images. These tags will display if the recipient has disabled images.
- Avoid setting image width or height.
  - Most email programs will only display images in their true size.
  - It is best to include the image height and width settings to keep the email spaced properly when images are disabled.
- Avoid using background images.
  - Most email programs will ignore background images.
  - If you do use background images, be sure to set a default background color.
- Use nested tables for the email layout.
  - CSS is a style sheet language used for defining the formatting of a document. Most cascading style sheets (or CSS) styling will not render correctly.
  - Avoid left and right margin settings. Those settings will be ignored by many email programs.