

**Connect with students before and after
 Convention with Postal/Email Mailing Lists.**

Boost your booth traffic, generate excitement, and offer special promotions to students who visit your booth. Send attendees a message before Convention to invite them to your booth. Statistics show that attendees are more likely to visit specific booths if they have been invited by the exhibitor. Also, contact students after Convention with special promotions. Through MGI Lists, you have the opportunity to connect with students before and after the Convention.

POSTAL LISTS
3 versions available!

Postal List 1 February

- Available during February 2020
- Estimated 400 names
- \$315 base price + \$85 fulfillment = \$400

Postal List 2 March

- Available during March 2020
- Estimated 800 names
- \$615 base price + \$85 fulfillment = \$700

Postal List 3 After Convention

- Available starting May 2020
- Estimated 1,100 names
- \$815 base price + \$85 fulfillment = \$900

Mailers –

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

- request it as part of your original order
- additional \$125 will be added to fulfillment cost

Additional \$50 for rush handling faster than 3 days from receipt of initial request

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

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

EMAIL MESSAGES
3 versions available!

Email Message 1 February

- Available during February 2020
- Estimated 350* opt-in names
- \$630 base price + fees itemized below

Email Message 2 March

- Available March – April 14, 2020
- Estimated 700* opt-in names
- \$1,200 base price + fees itemized below

Email Message 3 After Convention

- Available starting May 2020
- 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





2020 AMSA Postal Mailing List Order Form for Exhibitors and Sponsors

Postal List Option 1: February

- Available during February 2020
- estimated 400 names
- \$315 base price plus \$85 fulfillment cost

Postal List Option 2: March

- Available during March 2020
- estimated 800 names
- \$615 base price plus \$85 fulfillment cost

Postal List Option 3: After the Convention

- Available starting May 2020
- estimated 1,100 names
- \$815 base price plus \$85 fulfillment cost

Required: \$85 fulfillment fee required for all conference postal mailing lists.
Additional \$50 for rush handling if mailer needs the list faster than 3 days from receipt of initial request.

- **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-conference 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.



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

2020 AMSA
Email Message Order Form
for Exhibitors and Sponsors



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.

1 Select the general timing for delivery of your email message.

Email Option 1

Available during February 2020
estimated 350* names
\$630 base price plus setup costs

Email Option 2

Available March – April 14, 2020
estimated 700* names
\$1,200 base price plus setup costs

Email Option 3

Available starting May 2020
estimated 900* names
\$1,200 base price plus setup costs

Transmission costs for email messages:

\$100 testing fee after 2 tests

\$100 host sender's images (optional)

\$100 for each setup (required)

\$200 suppression list (optional)

\$100 per split (optional)

\$50/M transmission fee (required)

\$100 personalization (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.

2 **Billing information. Conference 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 _____

3 **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.

4 **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.

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

Please direct all questions and list orders to Candy Brecht at 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



A DIVISION OF MARKETING GENERAL INCORPORATED

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.