

# National Science Teachers Association

1840 Wilson Blvd., Arlington, VA 22201  
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## Exhibitor's INSERTION ORDER FORM for Email Blast NSTA Los Angeles, CA National Conference Registrants March 30<sup>st</sup>- April 2<sup>nd</sup>, 2017

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Proposed Email Header \_\_\_\_\_

### Selection Criteria:

NSTA conference attendees provide the following demographic information when registering. Circle all criteria you wish to receive from each column. You may choose as many as you want.

Discipline	Position	Assignment		School/Institution
A Earth /Space	A Teacher	A Pre/Kind	I Grade 8	A Public School
B Biology	B Professor	B Grade 1	J Grade 9	B Private School
C Chemistry	C Dept Head/Chair	C Grade 2	K Grade 10	C Laboratory
D Physics	D Principal	D Grade 3	L Grade 11	D Business
E Environmental Science	E Supervisor/Coord	E Grade 4	M Grade 12	E Informal Ed
F Physical Science	F Administrator	F Grade 5	N College	F Home School
G General Science	G Student	G Grade 6		G Library
M Computer Science	H Scientist	H Grade 7		H 2 Yr College
N Technology Education	I Consultant			I 4 Yr College
				J Grad School

### Base Price:

Conference Registrant E-mails \$350/M M = 1,000 names  
1,000 name minimum

### Selection Surcharges:

Grade	\$11/M	School/Institution Type	\$16/M
Position	\$16/M	Geographic	\$11/M
Discipline	\$16/M		

### Other:

Test 1	no charge
Test 2 or more	\$75/F
Set-up & Processing	\$75/F
Administrative Change Fee	\$75/F

I have read NSTA's E-mail Policy and agree to abide by all policies. I understand that my failure to comply with the Policy will result in forfeiture of e-mail message and full payment of the list and set-up fee. **\*Please note material deadlines when choosing your date and the file format.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

For Questions, call Danielle McNeill at the number above. **Final note: Email blast is sent on behalf of your company, email addresses are not given out per NSTA company policy.** FAX OR EMAIL this Order Form to (703) 841-8329 or dmcneill@nsta.org at least **3 weeks** before you wish to have e-mail message sent.

## **NSTA E-mail Blast Policy**

- Use of the NSTA conference registrant e-mail blast service is available to **confirmed conference exhibitors only. No exceptions.**
- NSTA does not share e-mail addresses. All e-mail blasts are sent by NSTA on your behalf.
- E-mails blasts are scheduled on a first-come, first-serve basis. Availability will be identified between Client and NSTA. (see Page 3)
- E-mails blasts are sent in the morning and mid-afternoon Eastern Time unless otherwise requested.
- **All e-mail creative must be in HTML format with all images embedded in file.** There are currently no limits on the size of the file. However, please note that larger files take longer to deliver. Larger files are also more likely to get caught in spam folders.
- NSTA reserves the right to reject creative deemed inappropriate or unsuitable for our audience. If messages are incorrect or not approved, client must provide updated creative to NSTA at least three (3) business days before final email message is to be sent out.
- Client must include required wording provided by NSTA and opt-out links in each e-mail message.
- NSTA performs one (1) test at no charge. **Each additional test is \$75.**
- **A \$75 administrative fee will be charged each time a client change is made to HTML file.**
- Client has 72 hours to approve message. If approval is not received and content meets requirements, the e-mail blast will be sent and **client is responsible for all fees.**
- The minimum order is 1,000 recipients. If Client orders fewer than the minimum, the minimum fee will still be charged to the client.
- Invoices are sent after the client's e-mail blast has been delivered. Invoices will only reflect e-mails (or 1,000 minimum) that were delivered. Client will not be charged for undeliverable or bounced back emails.
- **CANCELLATION POLICY** All cancellations must be received in writing by NSTA at least two weeks prior to scheduled date. Full list and set-up fees based on criteria selected by client will be charged for cancellations received after the two weeks deadline.

Available Dates for E-mail Messages

Space Reservation      Material Deadline

3 weeks prior to e-mail

2 weeks prior to e-mail

**\*Please choose a specific date within the date ranges below for your email deployment.  
Dates are reserved on a first-come, first-serve basis.**

<b>Date</b>	<b>Preferred Date*</b>	<b>Space Reservation Deadline</b>	<b>Material Deadline</b>
Week of March 13 <sup>th</sup> -17 <sup>th</sup> , 2017		Wednesday, Feb 22 <sup>nd</sup> , 2017	Wednesday March 1 <sup>st</sup> 2017
Week of March 20 <sup>st</sup> – 24 <sup>th</sup> 2017		Wednesday, March 1 <sup>st</sup> 2017	Wednesday, March 8 <sup>th</sup> , 2017
Week of March 27 <sup>th</sup> – 31 <sup>st</sup> 2017		Wednesday, March 8 <sup>th</sup> , 2017	Wednesday, March 15 <sup>th</sup> , 2017
<b>Los Angeles, CA National Conference March 30<sup>th</sup> -April 2<sup>nd</sup> 2017</b>			
Week of April 3 <sup>rd</sup> – 7 <sup>th</sup> , 2017		Wednesday, March 15 <sup>th</sup> , 2017	Wednesday, March 22 <sup>nd</sup> 2017
Week of April 10 <sup>th</sup> – 14 <sup>th</sup> , 2017		Wednesday, March 22 <sup>nd</sup> , 2017	Wednesday, March 29 <sup>th</sup> , 2017
Week of April 17 <sup>th</sup> – 21 <sup>st</sup> , 2017		Wednesday, March 29 <sup>th</sup> , 2017	Wednesday, April 5 <sup>th</sup> , 2017

\*NSTA cannot guarantee placement. In the event of conflict, sponsors will be notified. Exact send date of e-mail messages is determined by NSTA depending on availability and timely submission of material. Please check with NSTA for availability.