

National Science Teachers Association

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(703) 312-9225 / FAX (703) 841-8329 / E-mail: dmcneill@nsta.org

Exhibitor's INSERTION ORDER FORM for Email Blast NSTA Atlanta, GA National Conference Registrants March 15th- 18th, 2018

PO # _____

Company _____

Contact Name _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Proposed Email Header _____

* **Please provide for testing purposes**

***Test emails will only be sent to the email address provided on the insertion order form**

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 selections.**

Discipline	Position	Assignment		School/Institution
Earth /Space	Teacher	Pre/Kind	Grade 8	Public School
Biology	Professor	Grade 1	Grade 9	Private School
Chemistry	Dept Head/Chair	Grade 2	Grade 10	Laboratory
Physics	Principal	Grade 3	Grade 11	Business
Environmental Science	Supervisor/Coord	Grade 4	Grade 12	Informal Ed
Physical Science	Administrator	Grade 5	College	Home School
General Science	Student	Grade 6		Library
Computer Science	Scientist	Grade 7		2 Yr College
Technology Education	Consultant			4 Yr College
Mathematics				Grad School
Engineering				

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

****NOTE: If a budget is set, please message that in the initial communication with Danielle McNeill.**

- 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)
- NSTA reserves the right to reject creative deemed inappropriate or unsuitable for our audience.
- 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. No exceptions.** Any additional fixative of the file handle by NSTA may incur administrative fees. If material is not received on the deadline date your email will be pushed to next available date for deployment. 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 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.**
- **Test emails will only be sent to email(s) provided on the insertion order form.**
- **Client must include required wording provided by NSTA and opt-out links in each e-mail message. Wording will be provided once reservation has been confirmed.**
- 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. Metrics are provided with the invoice of delivery quantity, open rates and click-thru-rate.

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 three weeks deadline.

Available Dates for E-mail Messages

Space Reservation Material Deadline

4 weeks prior to e-mail

3 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.**

Date	Preferred Date*	Reservation Deadline (4 weeks)	Material Deadline (3 weeks)
Week of Feb.26 th - Mar. 2 nd , 2018		Wed, Jan. 31 st , 2018	Wed, Feb. 7 th , 2018
Week of Mar. 5 th - 9 th , 2018		Wed, Feb. 7 th , 2018	Wed, Feb. 14 th , 2018
Week of Mar. 12 th -16 th , 2018		Wed, Feb. 14 th , 2018	Wed, Feb. 21 st , 2018
Atlanta, GA National Conference March 15th-18th, 2018			
Week of Mar. 26 th -30 th , 2018		Wed, Feb. 28 th , 2018	Wed, Mar. 7 th , 2018
Week of Apr. 2 nd -6 th , 2018		Wed, Mar. 7 th , 2018	Wed. Mar. 14 th , 2018
Week of Apr. 9 th -13 th , 2018		Wed. Mar. 14 th , 2018	Wed. Mar. 21 st , 2018

***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. If material is not received on the deadline, your date of deployment will be moved to the next open available date of deployment.**