



Leading for  
**STUDENT-CENTERED,  
EQUITY-FOCUSED**  
Education

**FEBRUARY 17-19, 2022**  
**NASHVILLE, TN**

**National Conference on Education™**  
*Produced by the American Association of School Administrators*  
**Pre-Registration Mailing Lists for Exhibitors and Sponsors**

**Mail Postcards or Brochures**

**Postal List Option 1: December**

- Available December 2021
- Estimated 1,600 opt-in names
- \$575 base price plus \$85 fulfillment

**Postal List Option 2: January**

- Available Jan. 2022
- Estimated 2,000 opt-in names
- \$725 base price plus \$85 fulfillment

**Postal List Option 3: Post-Conference Follow-up**

- Available after March 1, 2022
- Estimated 2,200 opt-in names
- \$725 base price plus \$85 fulfillment

**Mailers –You must include the following language on your mail piece:** "This event is not part of the official AASA National Conference on Education as planned by the Program Committee."

**Place orders for postal mailing lists or email messages through Candy Brecht at MGI Lists.**

*Qualified brokers may call to inquire about discounts on NCE list rentals; published prices are not commissionable rates.*

MGI believes the data contained within each 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.**

**Email Messages Reinforce Your Message**

**Email Option 1: December**

- Available December 2021
- \$625 base price plus setup costs (see below)

**Email Option 2: January**

- Available Jan. 1 – Feb. 15, 2022
- \$825 base price plus setup costs (see below)

**Email Option 3: Post-Conference Follow-up**

- Contact MGI to check availability, quantities, and costs

**Required on all email messages:**

- Conference 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

*MGI is CASL compliant: Canadian email records are excluded from the quoted counts and are not available for email messages.*



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

**703.706.0383**

Email [CBrecht@MGILists.com](mailto:CBrecht@MGILists.com)

[www.MGILists.com](http://www.MGILists.com)

Fax 703.549.0697 Attn Candy Brecht



**2022 NCE Postal Mailing List Order Form**

**Postal List Option 1: December**

- Available December 2021
- \$575 base price plus \$85 fulfillment cost
- estimated 1,600 names

**Postal List Option 2: January**

- Available January 2022
- \$725 base price plus \$85 fulfillment cost
- estimated 2,000 names

**Postal List Option 3: After NCE**

- Available after March 1, 2022
- \$725 base price plus \$85 fulfillment cost
- estimated 2,200 names

\$85 fulfillment fee required for all conference postal mailing lists.

**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-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.*



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# 2022 NCE 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 December 2021  
\$625 base price plus setup costs  
Estimated 1,300 names

**Email Option 2**

Available Jan 1 – Feb 15, 2022  
\$825 base price plus setup costs  
Estimated 1,500 names

**Email Option 3**

Contact MGI to check availability, quantities, and 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)

*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, and "This event is not part of the official AASA National Conference on Education as planned by the Program Committee."

**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:** \_\_\_\_\_



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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.