



## E-Mail Blast Order Form

PO # \_\_\_\_\_

Company: \_\_\_\_\_

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

Billing Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Proposed Subject Line: \_\_\_\_\_

Send Test Emails to: \_\_\_\_\_

Requested Send Date: \_\_\_\_\_

**Cost:** \$500 per E-mail blast

**Please indicate Conference(s):**

- Portland, OR – October 28-30, 2021
- National Harbor, MD – November 11-13, 2021
- Los Angeles, CA – December 9-11, 2021

Order & Creative Deadline: 10 calendar days prior to requested send date

E-mail blasts will be sent to all registrants of the respective conference who did not Opt Out of Receiving Marketing Communications from our vendors.

**Email creative must include required wording which is available on page 2 of this document.**

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 \_\_\_\_\_

**Final note: Email blasts are sent on behalf of your company. E-mail addresses are not given out per NSTA policy. Please read the following e-mail blast policy.**

## NSTA E-mail Blast Policy

- **All e-mail creative must be submitted through the Google Form at:**  
<https://forms.gle/4waA2BJvZ7j7TgFZ7>
- NSTA will build the email using your creative copy and images based on our template. Emails will be sent via NSTA's Higher Logic account. 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.
- 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-mail blasts are scheduled on a first-come, first-served basis. Availability will be identified between Client and NSTA.
- 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.
- NSTA performs **one (1) test** at no charge. **Each additional test is \$75.**
- Test e-mails will only be sent to e-mail(s) provided on the insertion order form.
- Client has 48 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 payment.**

**CANCELLATION POLICY** All cancellations must be received in writing by NSTA at least 5 business days prior to deployment date otherwise full fee is due.

### **All E-mail Blasts will include this notification in footer of e-mail:**

You're receiving this email because you are registered to attend the 2021 NSTA **(Insert City)** Area Conference on Science Education. This email is sent from the National Science Teaching Association (NSTA) on behalf of **(Organization Name)**. NSTA does not endorse individual vendors, products or services. Therefore, any reference herein to any vendor, product or services by trade name, trademark, or manufacturer or otherwise does not constitute or imply the endorsement, recommendation or approval of the NSTA. If you do not want to receive further 3rd party emails, please click here - [http://www.nsta.org/account/opt\\_out.aspx](http://www.nsta.org/account/opt_out.aspx)

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