



SLA 2011 Annual Conference & INFO-EXPO

Conference Mailing List Price Information and Availability for 2011

12-15 June 2011 - Pennsylvania Convention Center, Philadelphia, PA USA
Pre-Registration Lists for Exhibitors and Sponsors

POSTAL LISTS 3 versions available

1. April Postal List.

- Available for mail dates in April
- US\$695 flat fee

2. May Postal List.

- Available for mail dates in May
- US\$795 flat fee

3. Post-Conference Postal List.

- Available for mail dates starting July 2011
- US\$695 flat fee
- includes last-minute and on-site registrations

Mailers:

Postal lists are for opt-in names only; all opt-outs have been removed from the counts.

Postal list quantities will be confirmed when your order is processed.

If you need NCOA certificate for postal discounts:

- request it as part of your original order
- additional \$95 will be added to shipping cost

No broker discount on SLA conference list rentals.

Order postal lists and e-mail blasts through
Candy Brecht at the MGI List Division of
Marketing General Inc.

E-MAIL BLASTS 4 versions available

1. April E-mail Blast

- Available for messages deployed April 5–29
- Minimum US\$1,595 flat fee for first 2,000 records;
add US\$550 per thousand for orders over 2,000 names

2. May E-mail Blast

- Available for messages deployed May 3–27
- Minimum US\$1,995 flat fee for first 2,100 records;
add US\$550 per thousand for orders over 2,100 names

3. June E-mail Blast

- Available for messages deployed June 1–10
- Minimum US\$2,995 flat fee for first 2,400 records;
add US\$550 per thousand for orders over 2,400 names

4. Post-Conference E-mail Blast

- Available for messages deployed starting in July 2011
- Minimum US\$2,595 flat fee for first 3,000 records; call
or email to get post-conference actual counts and pricing

On all e-mail messages to SLA pre-registrants:

- Message is sent by MGI; list is not shipped to mailer
- Subject line must begin: Brought to you by SLA
and message must include SLA's tagline:
Knowledge to Go Green
- E-Mail messages must be pre-paid
- Opt-in names only; opt-outs have been removed from counts
- Flat-fee includes 1 setup in text format and HTML and
maximum 3 tests
- Bouncebacks and opt-outs not shared with mailer

OPTIONAL SERVICES:

- \$100 testing fee after 3 tests
- \$100 additional for each additional setup
- \$100 additional if content is personalized
- \$200 additional to run your suppression list



A division of Marketing General Inc.

209 Madison Street, Ste 300, Alexandria VA 22314

1.800.899.4420 ext 383

Fax 703.549.0697

Attn: Candy Brecht

email: CBrecht@MGILists.com

www.MGILists.com



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2011 Conference Mailing List Order Form

I want to rent:

- April postal list at \$695
- May postal list at \$795
- post-conference postal list at \$695
- April eblast
- May eblast
- June eblast . For eblasts, next page is attached.

Contact Name: _____

Company/Organization: _____

List Broker* Contact (if applicable): _____

Street (Billing) Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-mail for contact person: _____

What is your scheduled **Mail Date**? _____ Your Need-By Date? _____
Postal Lists ship by e-mail only; NCOA, if requested, is additional \$95. **Include NCOA certificate.**

Method of Payment (Check One):

Note that all e-mail blasts must be paid in advance of transmission date.

- Purchase Order # _____ **Total cost* for this postal list rental:** _____
- Check
- Credit Card (check one): MasterCard Visa American Express

Card Number: _____ Exp month/year: _____

Name as it appears on the card: _____

**No broker discount on SLA conference list rentals. ** First-time & pre-pay orders will receive a pro forma invoice itemizing costs for advance payment.*

To Rent Postal Lists:

1. Submit sample mailpiece to Candy Brecht (cbrecht@MGILists.com; fax 703.549.0697; ph 800.899.4420 or 703.703.0383).
2. First-time customers must prepay before list is shipped. **
3. Postal lists are for one-time usage for list-owner approved direct mail purposes only.

To Schedule E-Mail Blasts:

1. Complete the E-Mail Order Form and return it with this Order Form to list manager Candy Brecht.
2. When your usage and message are approved, MGI will schedule your e-mail transmission to the opt-in names on the convention pre-registration list. You will receive a test message that you must approve before the e-mail blast deploys.
3. All e-mail transmissions must be prepaid before the message releases.

**Please direct all list questions and list orders to the MGI List Division of Marketing General Inc.
List Manager for SLA is Candy Brecht.**



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Order Form for E-Mail Blasts to SLA Pre-Registrants

To schedule an e-mail blast to SLA pre-registrants, complete all sections below and **return this form along with the Conference Mailing List Order Form to MGI** to process your request. Certain information must be included with the actual e-mail blast, including an "unsubscribe" option and your physical address.

To improve deliverability, **provide both HTML and text versions** of the proposed e-mail message; the HTML and text versions also function as your sample mailpiece for list owner approval before your order can be processed.

Note: E-mail transmission slots will be scheduled as orders are placed up to the daily maximum permitted.

STEP 1: Choose your version. *You are encouraged to schedule in advance of transmission date.*

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- For messages deployed April 5–29
- US\$1,595 minimum flat fee
- plus US\$550/M for orders over 2,000 names

May E-mail Blast

- For messages deployed May 3–27
- US\$1,995 minimum flat fee
- plus US\$550/M for orders over 2,100 names

June E-mail Blast

- For messages deployed June 1–10
- US\$2,995 minimum flat fee
- plus US\$550/M for orders over 2,400 names

Post-Conference E-mail Blast

- For messages starting July 2011
- US\$2,595 minimum flat fee
- plus US\$550/M for orders over 3,000 names

On all e-mail messages to SLA pre-registrants: ▪ Message is sent by MGI; list is not shipped to mailer

- **Subject line must begin: Brought to you by SLA** and message must include SLA's tagline: **Knowledge to Go Green**
- E-Mail messages must be pre-paid
- Flat-fee includes 1 text & HTML setup & max 3 tests
- \$100 additional for each additional setup
- \$200 additional for suppression list
- Opt-in names only; opt-outs removed from counts
- \$100 testing fee after 3 tests
- \$100 additional if personalized
- Bouncebacks and opt-outs not shared with mailer

STEP 2: Mailer Contact Information

Company/Organization: _____

Contact Name: _____

Phone: _____ E-Mail: _____

STEP 3: Required Information for Outbound E-mail Blasts:

a. Unsubscribe address (required) where recipients who ask to opt-out will be forwarded to create a suppression file for your future messages: Your unsubscribe email address is: _____

b. Identify the SENDER of your message. Your e-mail will be: **FROM:** _____

c. Specify your SUBJECT line (required).

SUBJECT LINE: Brought to you by SLA: _____

d. Your organization's complete physical address must appear on the outbound e-mail message. If the address is the same as on the billing section, check here: If different, provide complete street address as part of your email message.

STEP 4: Test Message. MGI and you—as the mailer—will receive and approve a test message before the e-mail blast can deploy.

Specify one or more email addresses to receive and approve the test message. Note: all final e-mail messages are seeded.

CBrecht@mgi.com _____@_____

STEP 5: Identify your desired e-mail date and time: _____



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