

NSTA E-mail Policy

- Use of NSTA conference registrant e-mails will be available to **confirmed conference exhibitors** only, no exceptions.
- NSTA will not provide any e-mails to Client. All e-mail messages will be sent in-house by NSTA personnel only.
- E-mails will be only be sent on specified dates agreed to by NSTA and Client.
- E-mail dates are assigned on a first-come, first-serve basis.
- E-mails will be sent between the hours of 8:00AM and 11:00AM eastern unless otherwise requested.
- All e-mail creative should be in HTML format. There are currently no limits on the size of the file. However, please note that the larger the file, the longer delivery will take and the more likely it will get caught in spam folders.
- NSTA reserves the right to reject any creative or HTML we deem to be inappropriate or unsuitable for our audience.
- Client must include required wording and opt-out links in each e-mail message. Wording and opt-out links will be provided to Client by NSTA upon receipt of signed insertion order.
- NSTA will perform one (1) test* at no charge. All other tests will incur a \$75 fee per test.
- Client must send approval of test message before final e-mail is sent. Client will have 72 hours to notify NSTA of message's approval. If no approval is received, Client forfeits e-mail message and **owes NSTA the full list and set-up fee.**
- The minimum order is 1,000 e-mails. If Client chooses to order less than the minimum, they will still be charged for 1,000 e-mails.
- All reporting and invoicing will be completed after Client's e-mail message has been delivered. If Client orders more than the 1,000 minimum, they will only be billed for those e-mails that were delivered. Undeliverable or bounced back messages will not be charged to Clients who order more than the 1,000 minimum.
- **Cancellation Policy:** If Client wants to cancel email message, they must do so at least 3 weeks before message is to be sent out. If email message is cancelled after the 3 week deadline, Client **owes NSTA the full list and set-up fee.**

* NSTA will send a test e-mail message to Client seven (7) business days before final e-mail message is to be sent for approval. Client must notify NSTA within 72 hours that the test has been approved. If no approval is received, Client forfeits e-mail message and owes NSTA the full list and set-up fee.

If message is incorrect or not approved, Client must provide updated creative to NSTA at least three (3) business days before final e-mail message is to be sent out.

NSTA will perform one (1) test at no charge. Any additional tests performed by NSTA will incur a \$75 fee per test.