

NASPA E-MAIL MARKETING CAMPAIGN APPLICATION AND AGREEMENT



NASPA®

Student Affairs Administrators
in Higher Education

The NASPA E-Mail Marketing opportunity is an opportunity for NASPA members seeking resources in preparation for a successful 2020 - 2021 academic year. Our members want an easy way to learn about company solutions without being inundated from multiple emails from outside companies. Let NASPA send the email to the membership on behalf of your company! This process will have a much more meaningful impact than your company randomly sending emails to student affairs departments. Use this unique platform as a way to connect with members and demonstrate why your product/services can be their campus solution.

BENEFITS OF EMAIL TO MEMBERSHIP:

- Opportunity for NASPA (on behalf of the company) to directly send an approved message to an entire membership base of 15,000+
- Ability to promote your product or upcoming webinar event
- Custom campaign UTM URLs for better tracking on sponsor's landing page Google Analytics account
- Report of email performance that includes open rate and click rates

Company Name: _____

Contact Person: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Email: _____

E-Mail To Membership: \$7,500

Preferred Month (First Choice): _____

Second Choice: _____

Preferred Week within the month:

1st

2nd

3rd

4th

SIGNATURE

DATE

By signing above, I agree to the conditions and guidelines of this contract.

Payment information: Send Invoice

Credit Card: (NASPA will follow up for credit card information).

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NASPA REQUIRES THE FOLLOWING INFORMATION AT LEAST 7 BUSINESS DAYS PRIOR TO THE EMAIL.

Banner: 600px x 220 px (min req – EPS, AI, PNG, or JPG)

Title: Recommended title should be approximately 50-75 characters long

Main Body: Description should be no longer than 75 words. Our marketing and communications team can work with your vision for this section should you wish to add additional images or layouts.

Hyperlink: We accept hyperlinks that already have UTM campaign tracking code. If you have a preference on these, please provide them with your link.

Logo: 840px X 630px (min req – EPS, PNG, or JPG)

Featured Section: We can do one section under the main body that could highlight items such as speakers, product features, research paper download, or any other promotion that is directly related to the main body. In the sample screenshot to the right, we featured four speakers. Our marketing and communications team can work with your vision for this section.



GUIDELINES

Scheduling

NASPA will schedule each monthly e-mail and exact date of delivery. The specific day may be requested by the company, but we cannot guarantee a specific date.

Content Approval

NASPA retains all editorial rights and control over any written information pertaining to sponsorship, including all written information submitted by sponsors. In every case, written materials, in all formats and all media, prepared by the sponsor must be submitted to NASPA for approval prior to release and distribution. The e-mail will be labeled as a sponsored email by the supporting company.

Scope

The sponsor's e-mail does not convey NASPA's approval, endorsement, certification, acceptance, or referral of any product or service of the sponsor. It is NASPA's intention that funds provided under this agreement will be used in a manner consistent with a sponsorship transaction and are not provided in exchange for endorsement by NASPA.

Eligibility

Organization must be a for-profit or non-profit member of NASPA to be eligible. NASPA seeks for- and non-profit corporate support for activities in connection with programs and initiatives that support NASPA's mission and strategic priorities. NASPA reserves the right to reject any sponsorship or application deemed inconsistent with the mission and activities of NASPA. NASPA accepts sponsorship only if it does not pose a conflict of interest or impact the ethical and professional standards and mission of NASPA. NASPA further reserves the right to negotiate any aspect of a proposed sponsorship and to decline sponsorship as it deems necessary.

Payment

Payment for sponsorship e-mail must be received within one week of when the application is submitted and approved. Failure to make payment prior to this date will result in the cancellation of the e-mail campaign.

Cancellations must be made in writing. No refunds will be made within one week of e-mail distribution.

Questions? Please contact Fred Comparato, Senior Director of Development at 614.204.5994 or at fcomparato@naspa.org