Instructions for Email Broadcast to NTBA Database

Database Description	Database Size	Single Cost	3-Pack Cost*
Members Only	~300+	$70	$180 | $60/email
*Main Database	~4,700+	**$80**	**$225 | $75/email**
Customized List	TBD	$80	$225 | $75/email

*All 3 broadcasts must be scheduled upfront within 12 months and paid upfront. Best value, 1.5 cents per email

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HOW TO RESERVE
Space is limited and on a first-come, first-served basis and requires NTBA staff approval.

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1. Notify NTBA by phone or email **at least 5 business days prior** to your requested email launch date (member must be in good standing).
    a. Specify which database you want to send your message to and whether you want to purchase a single broadcast or 3-pack of broadcasts.
2. Upon approval, NTBA staff will work with you to schedule a time that best reflects open rates and does not overlap with other communications.
3. Once broadcast launch dates are set, payment is due in full

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HOW TO SUBMIT CONTENT
After launch date is approved, content must be provided.

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1. Submit the content subject line for your email (maximum 50 characters)
2. Submit a JPEG file with all information and graphics included
3. If above isn't possible, submit description of your content (maximum 300 words)
4. Make sure to include the five W's – who, what, when, where, why including the call to action – What do you want people to do when they see the email such as visit a website, email, cut out a coupon or call?
    a. If you are promoting a special offer or sale, provide expiration (if there is one), and how to redeem the offer
5. Provide basic contact information (URL, email, phone number, physical and/or mailing address)