

Instructions for Email Broadcast to NTBA Database

DATABASE OPTIONS & COSTS

Database Description	Database Size	Single Cost	Non-Profit & Artist Single Cost	3-Pack Cost*
Members Only	~300	\$70	\$50	\$180 \$60/email
Main Database	~4,800	\$100	\$75	\$285 \$95/email
Customized List	TBD	\$80	\$60	\$225 \$75/email

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

GENERAL POLICY & PROCEDURES

1. Any business or non-profit NTBA member has the opportunity to email to one or more of NTBA's email databases as long as the following are met:
 - has been a member for a minimum of 30 days prior to requested broadcast launch date
 - has paid email broadcast fee as described below (see how to reserve #3)
 - if annual membership is up for renewal, dues are paid no less than 3 business days prior to email launch date
 - adherence to reservation and submission instructions and deadlines below (see how to submit content)
2. Space is limited and on a first-come, first served basis a requires NTBA approval.
3. Email broadcasts are meant to be used as a form of advertising of members' events, promotions, deals/discounts, and news.
 - Anything outside of what's listed above, please contact NTBA staff
4. NTBA has the right to deny the request for an email broadcast with content related to topics, issues, or projects that NTBA determines to be potentially controversial or damaging to NTBA as an organization, NTBA members, partners, or the community.
 - should this happen, NTBA will notify the member as soon as possible, understanding this could take multiple days
5. NTBA has the right to decline requests due to space availability, content, or non-compliance to submission instructions/deadlines.
 - NTBA has the right to push back email broadcast date or cancel email broadcast if submission of content is late
 - If the email broadcast is cancelled by NTBA or the member, the fee may not be refunded.

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HOW TO RESERVE

1. Member is to notify NTBA by phone or [email](#) as soon as possible at least 5 business days prior to requested email launch date and specify the following:
 - a. email content or content concept
 - b. request database to send email/message to (see page 1)
 - c. do you want to purchase a single broadcast or 3-pack of broadcasts
 - o if scheduling a 3-pack, all email broadcasts must be paid upfront and used/sent within a 12-month period of reservation date
2. Upon understanding content, NTBA staff will
 - a. follow general policy & procedures #4 (above)
 - b. if content/general timing is approved, NTBA will work with member to schedule an email broadcast date/time for best open rates and to limit conflict with other planned broadcasts
3. Once broadcast launch dates are mutually agreed upon, payment is due in full, no less than 2 business days prior to email launch date.

HOW TO SUBMIT CONTENT

After launch date is mutually agreed upon and scheduled, member is required to submit all following content as soon as possible and no less than 3 business days prior to email launch date:

1. Subject line for your email - maximum 50 characters
 - provide something that will motivate the reader to open the email
 - shorter subject lines perform best
2. JPEG file with all information and graphics included
 - if above isn't possible, submit written description - maximum 300 words
 - make sure to include the five W's – who, what, when, where, why including the call to action, i.e. what do you want the reader to do after reading the email such as visit a website, email, cut out a coupon or call ...
 - if promoting a special offer or sale, provide expiration / sale end date (if there is one), and how to redeem the offer

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3. Basic contact information such as website URL, email, phone number, address if it is not included above.
4. NTBA to provide email proof to member 2-3 business days prior to broadcast date. Open and click through rates are available upon request.