



## MSA MEMBER MAILING LABEL ORDER FORM

MSA is pleased to rent the Society's membership list in either mailing label or e-mail blast format. The details related to both of these options may be found below. The majority of the names are in the United States. The list is highly accurate and current and represents a very specific market: we estimate that more than half of all individuals actively involved in electron microscopy in the U.S. are MSA members, and many of them attend the annual meeting each year. According to recent statistics, approximately 49% of MSA members designate the biological sciences as their field of major interest, 37% the physical sciences, and the remainder both biological and physical. Approximately 10% of the members are graduate students.

### **Mailing Labels:**

One set of MSA membership labels is available per calendar year at no charge to MSA Sustaining members, for use in preparing a pre-M&M Meeting mailing or general promotional mailing. Non-member companies may request labels for a fee.

**Specifications:** Subsets of the list may be specified according to geography (ZIP, state, foreign) and/or field of major interest (biological or physical sciences). If no subset is requested, standard sort is U.S. by ZIP/Canadian by postal code, then alpha by other countries unless otherwise specified.

**Format:** Standard format is pressure-sensitive mailing labels (peel and stick). Other formats will be considered as requested.

**Shipping:** Orders are shipped or transmitted within five business days of receipt of your written order and payment (if applicable). Returned checks and/or invalid credit card payments will result in a \$50.00 fee.

**To Order:** Requests must be made **in writing** by mail (address is on next page), fax (703-435-4390) or e-mail ([associationmanagement@microscopy.org](mailto:associationmanagement@microscopy.org)). Your order MUST include:

- a copy of the complete order form, including street address for shipping (no PO boxes).
- for non-members, a check (payable to MSA) or credit card information for \$450.00 per set.
- a sample of your intended mailing piece, or intended text to be included in the mailing.

### **E-mail Blasts:**

Rather than electing to use member mailing labels, a Sustaining Member may opt to send a promotional e-mail to MSA members once per year at no charge. **This service is an exclusive service for MSA Sustaining Members.** The e-mail message itself may be text or HTML-based, and is sent by MSA on the company's behalf through the MSA e-mail system. Though member e-mail addresses are not provided directly to the company as part of this program, companies may elect to have replies to its message routed to a specific company department or staff member. E-mail blasts are prepared and scheduled within five business days upon receipt of your order, based on availability. Contact an MSA staff member for a copy of the current schedule.

**Format:** E-mails are sent in either text or HTML format, or both (if requested). Once your e-mail is scheduled, an MSA staff member will request HTML code, text or images for your e-mail and transfer it to our system. Programming time is estimated at two hours or less. Additional programming (if needed) will require a fee of \$75.00/hour USD. You will be notified if additional programming will be necessary.

**To Order:** Requests must be made **in writing** by mail (address is on next page), fax (703-435-4390) or e-mail ([associationmanagement@microscopy.org](mailto:associationmanagement@microscopy.org)). Your order MUST include:

- a copy of the completed order form.
- for non-members, a check (payable to MSA) or credit card information for \$450.00 per set.
- A sample of your intended mailing piece, or intended text to be included in the mailing.

**MSA reserves the right to refuse orders deemed inappropriate. Please list your specific information on the next**



MSA MEMBER MAILING LABEL / E-BLAST ORDER FORM – DETAILS

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

SHIPPING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ST/PROV \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_ PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

- Type (please choose): [ ] Pressure-sensitive mailing labels (peel and stick)
[ ] E-mail Blast, to be distributed through MSA in-house system only.

Label Specifications: Please list any specifications below, according to geography (ZIP, state, foreign) and/or field of major interest (biological or physical sciences).

- Labels Sorted By: [ ] U.S. by ZIP, Canadian by postal code/alpha by other countries (default)
[ ] Other (please list) \_\_\_\_\_

- Fee (please check box): [ ] FREE. We are a Sustaining Member.
[ ] Non-Member, \$450.00 (mailing labels only)

Payment (non-members, please note that orders will not be filled until payment has been processed):

- [ ] Check [ ] Please bill me. P.O. #: \_\_\_\_\_
If credit card payment: [ ] Visa [ ] MasterCard [ ] Amex

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_ Signature \_\_\_\_\_

Agreement: The Microscopy Society of America hereby grants to your Company limited, one-time access to communicate with the MSA membership. By signing this form below, you agree that you have the full power and authority to enter into this agreement on behalf of your Company. The Company agrees that it shall not use, or permit any person or entity to use, MSA's membership mailing list, or any portion thereof, without the prior written consent of MSA. The company further agrees that this list is, and remains, the sole and exclusive property of the Microscopy Society of America, and may not disclose, transfer, duplicate, reproduce, sell, retain or loan any portion of the list whatsoever, including entering into electronic databases. Unauthorized use of this list may affect your organization's standing with MSA and may also trigger legal action.

Signature of Company Representative \_\_\_\_\_ Date \_\_\_\_\_

Shipping: Orders/payments are processed within five working days of receipt of the written order and payment details. Labels will only be shipped once payment has been processed.

TO ORDER: Mail to MSA Mailing Labels, 11130 Sunrise Valley Drive, Suite 350, Reston, VA 20191
E-mail to associationmanagement@microscopy.org