



Post P.O. Box 2672, Eugene, OR 97402
Phone (541) 344-7438 or (800) 743-0974
Fax (541) 344-1422
E-mail admin@midwiferytoday.com
Web www.midwiferytoday.com

Mailing List Rental Specifications

Cost

15¢ per name, minimum order of \$75.

Format

Pressure-sensitive 1"x 2⁵/₈" labels or text file by e-mail (we reserve the right to refuse delivery of list by email).

Delivery

Please allow 2–3 weeks for delivery. For an additional \$20 rush fee, we will process your list immediately upon receipt of payment and required documentation.

Search parameters

Our general list is around 3,500 names. It includes current subscribers to *Midwifery Today* magazine, recent product buyers and conference attendees. You may select any or all of these groups and specify how many days back to select records.

We can select records by state or postal code. You must provide us with the specific states or ranges of postal codes. We can also select records based on profession but do not recommend it because of the number of records for which the profession is not listed.

Complicated searches

Any searches outside of basic search parameters will be charged \$35 per hour, billed in half-hour increments. The charge is in addition to the minimum order cost. Complicated searches are generally those that involve division of the list into inconsistent elements such as selecting State A for one time period plus State B for a different time period. In addition, lists involving complicated searches cannot be processed on a rush basis.

Payment

Pre-payment is required. No list will be sent until payment is received. In addition, a copy of the signed contract and a sample mailing piece must be submitted before the list is released.

Mailing List Rental Order Form

Ordered by

Contact _____
Organization _____
Address _____
City, State, Zip _____
E-mail _____
Phone/Fax _____

Ordered on behalf of (if different)

Contact _____
Organization _____
Address _____
City, State, Zip _____
E-mail _____
Phone/Fax _____

Ship/e-mail to

Contact _____
Organization _____
Address _____
City, State, Zip _____
E-mail _____
Phone/Fax _____

Delivery

Date ordered _____ Date needed _____
 Rush handling? (additional \$20)
Key code _____
Quantity limit _____
 E-mail transmission of records. (Note: E-mail transmission requires pre-approval and can be denied at our discretion)
Select field delimiter:
 tabs only commas and quotation marks
Select target platform:
 Windows (ANSI) DOS (Extended ASCII)
 Pressure-sensitive labels

Select any or all of the following categories

- General List—Includes all of the categories below.
Select days back for each category. For example, specify 365 days to select records for the past year.
- Subscribers: Days back _____
- Conference Attendees: Days back _____
- Product Buyers: Days back _____

Specify additional search criteria

Submit your request

Send your sample mailing piece, signed contract and order form to Midwifery Today by fax or mail. Midwifery Today staff will contact you with a quote.

Price quote

Quantity _____ x .15 = \$ _____
Rush fee \$ _____
Search fee \$ _____
Total \$ _____

Accepted by _____

Payment

Check MasterCard Visa

Card number _____

Exp. date _____

Name on card _____

Billing address _____

Signature _____

Please see other side for mailing list rental specs.
For questions, e-mail ads@midwiferytoday.com
or call (541) 344-7438



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Mailing List Use Contract

1. The mailing list rental will be for a one-time use only. The list is seeded to monitor possible misuse.
2. No mention of Midwifery Today, Inc., as the source of the mailing list may be stated or implied.
3. No products or services that are hazardous to the health and well-being of pregnant women and babies will be advertised to our customers. (See Advertising Policy notice below.)
4. No phone contact is to be made to anyone found on the list.

I, the undersigned, agree to the stated guidelines and procedures to be used in the rental of Midwifery Today, Inc., mailing list, and affirm that I am an authorized representative of the organization for which the list is being rented.

Signature

Date

Organization

Advertising Policy notice:

Midwifery Today, Inc., (*MT*) reserves the right to refuse any advertisement and to disallow any promotion or sale of any item at its conferences or through the use of its mailing lists. *MT* does not accept advertising or conference exhibits for breast milk substitutes, pacifiers, nipples or bottles. Other unacceptable advertising includes, but is not limited to, duplication of products or services offered by *MT*, pyramid schemes and any product or service believed by *MT* to be harmful to mothers or babies. Advertisements for breast pumps, pump accessories and breast milk storage devices are generally acceptable.