



List Rental Information

1. What types of lists do you offer?

TLA membership: Includes all current members who have not opted out of receiving third party emails; may be customized by membership category, library type, geographic area, and special interests, for those who have not opted out of receiving third party emails.

TLA conference attendees: Pre-conference list includes attendees registered prior to conference who have not opted out of receiving third party emails; post-conference list includes all conference attendees who have not opted out of receiving third party emails; lists must be ordered separately.

2. What format do you offer?

Rental lists are in an Excel format and sent via email.

3. What data is included?

First name, last name, email address or mailing address (based upon the list type selected) and institution (if individual allows).

4. What is the cost of your mailing lists?

- \$0.20 per name
- \$20.00 processing fee per order
- Sales tax of 8.25% added to each order

5. When do I pay for this list?

If you are an exhibitor at the current TLA Annual Conference, the fee will be added to your exhibitor invoice.

Non-exhibitors will receive an invoice as soon as the order is processed. Payment is due upon receipt and the rental list will not be released until payment is received.

6. What timeframe do I need to plan for ordering?

A minimum of three to five business days are required for TLA staff to process a list order and issue an invoice. Please note that around the Annual Conference there may be delays.

However, for a pre-conference attendee list, we suggest placing the ordering 30 days out from the Annual Conference to ensure the largest number of names on the list and still leave ample time for the list to be pulled, content reviewed and emails/mailings to be distributed.

DEADLINES

Pre-conference list order forms must be submitted by **April 8, 2022**. Final content must be submitted to TLA staff (Nicole Basso) for review, and payment received by **April 13, 2022** before the list can be released. Please plan ahead, pay in full, and submit your final copy for the mailer/email, including graphics, text and email subject lines as soon as possible to ensure timely order fulfillment.

Post-conference list orders that have been requested in advance will begin to be processed seven to ten days after

the conclusion of the Annual Conference, at the earliest **May 5, 2022** based on list availability. You are welcome to submit the order form and content prior to this date, but list orders will not be reviewed before **May 5, 2022**. Final lists will not be released until all content has been received, reviewed, approved and payment has been received.

7. Content Review

TLA staff must approve the **FINAL email/ mailing, artwork/graphics, text and subject line (if an email)** you plan to use the rental list order for. Plan to email the sample email/ mailer, artwork/graphics, text & subject line to [Nicole Basso](#) in a separate email. It is recommended that upon completing the rental list form that you send an email with all final content to be reviewed in advance. This is the easiest way to ensure the quickest review of the content and release of the list.

8. How many usages am I allowed?

Lists are available for a one-time usage. [TLA Licensing Agreement](#) must be agreed to prior to the order being processed. TLA reserves the right to embed email addresses that we use for auditing/monitoring purposes of list usage. If TLA determines that a list has been utilized more than the one time, a new invoice will be sent and legal action may be taken. The Database License Agreement can be reviewed [here](#) if you have any questions.

Each list is a onetime only use of the list.

[Order form link.](#)

9. Whom do I contact for more information?

Contact [Nicole Basso](#) for more information or help with an order. Find the online order form [here](#).

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