



### How it Works:

1.

Select a sponsored email package

2.

Prepare your email message

3.

Complete & return the order form

4.

Magna reviews your message\*

5.

Magna deploys the email

(443) 514-7091

# Sponsored Emails

## Reach Proven Respondents with Your Marketing Offer

Reach highly-responsive opt-in contacts with your marketing message! Magna will email your message to a targeted audience you specify.

SPONSORED EMAIL PACKAGES	LIST SIZE	COST
<b>Faculty Development</b> includes center for teaching and learning directors and assistants	3,700 opt-in contacts	\$1,500
<b>Academic Leadership Decision-Makers</b> academic deans, department chairs, provosts, VP of academic affairs	11,000 opt-in contacts	\$4,500
<b>Healthcare Educators</b> faculty and decision-makers in higher education medical departments and teaching hospitals	3,600 opt-in contacts	\$1,500
<b>Higher Education Faculty</b>	24,000 opt-in contacts	\$9,600

Magna does not rent, sell, or share its email list as part of its privacy policy.

\*Magna reserves the right to not accept paid content or advertising for any reason including:

- Competitive to Magna products and services
- Not germane to our primary audience
- Misleading or highly promotional
- Vendor credibility cannot be verified by Magna
- Provides services that bypass higher education's teaching mission.

Magna Publications  
2718 Dryden Dr., Madison, WI 53704

[www.magnapubs.com](http://www.magnapubs.com)  
[sponsorships@magnapubs.com](mailto:sponsorships@magnapubs.com)

# Sponsored Email Order Form

Fill out one form for each sponsored email promotion.

## EMAIL

From: Magna Publications Leadership in Higher Education  
The Teaching Professor Faculty Focus

From Line will read "From \_\_\_\_\_ on behalf of a trusted client" Reply line will read "NoReply@Magnapubs.com"

To: Faculty Development \$1,500 Healthcare Educators \$1,500  
Academic Leadership Decision-Makers \$4,500 Higher Education Faculty \$9,600

Subject:

Message: Please attach draft/sample of your email message for approval  
Include any images and links

Preferred Send Date: \_\_\_\_\_ Order form and final email copy must be submitted at least 2 weeks prior to deployment.

## CONTACT INFORMATION

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## BILLING INFORMATION

Amount to be Paid: \_\_\_\_\_

### Credit card

CC#: \_\_\_\_\_

Expires: \_\_\_\_ / \_\_\_\_ Code: \_\_\_\_\_

### Invoice us

Credit previously established  
Please send credit application

PO#: \_\_\_\_\_

Order confirmed by (signature)

\_\_\_\_\_

Date: \_\_\_\_\_