



# 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.

### How it Works:

1.

Select a sponsored email package

2.

Prepare your email message

3.

Complete & return the order form along with final copy in html format

4.

Magna reviews your message

5.

Magna deploys the email

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

Once final copy is submitted, additional copy changes will be billed at \$100/hr.

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[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 final draft 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: \_\_\_\_\_