



# Dental Assisting National Board, Inc. (DANB®) Sponsored Email Order Form

DANB sends sponsored emails on behalf of third parties to DANB certificants and certificate of knowledge-based competency holders. DANB reviews all requests for sponsored emails and reserves the right to reject any request. **DANB does not sell or rent email addresses or phone numbers.**

## How to Request Consideration

**Please submit the completed form via email to [communications@danb.org](mailto:communications@danb.org) or fax to 312-642-1475. In addition to providing the purpose of the sponsored email below, you must provide the message information and accompanying links and images that you want included when you submit the order form.** Please allow at least three weeks for DANB processing, preparation, review and scheduling of the email.

## Sponsored Email Guidelines:

1. The sponsored email will be sent on a DANB template.
2. Email messages may include up to 2 images, 3 links and be no longer than 500 words.
3. Email subject lines must include no more than 10 words or 50 characters.
4. Approval of email subject lines, content, images and links is at the sole discretion of DANB.
5. DANB reserves the right to edit the email as needed for best email practices, style and clarity. The organization will have the opportunity to review the email before it is sent.
6. The decision to send emails to individuals in DANB's database on behalf of another group is at DANB's sole discretion.
7. DANB will send a copy of the email for review and approval prior to sending.

## Next Steps

Upon receiving the sponsored email request, DANB will review and if approved, provide a payment form. DANB must receive the payment form back within two business days.

*Please print clearly.*

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

Organization Type:  FOR-PROFIT     NON-PROFIT    *If checked, list non-profit type* \_\_\_\_\_

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

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

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

Purpose of Sponsored Email: \_\_\_\_\_

Requested Email Send Date: \_\_\_\_\_

## DANB Sponsored Email List Selection

Please indicate below the options and demographics you would like to send your sponsored email to.

### Choose from the options below:

- |                                |                              |                              |                                |                                |                                |                                |
|--------------------------------|------------------------------|------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> NELDA | <input type="checkbox"/> CDA | <input type="checkbox"/> COA | <input type="checkbox"/> CPFDA | <input type="checkbox"/> CRFDA | <input type="checkbox"/> CDPMA | <input type="checkbox"/> COMSA |
| <input type="checkbox"/> ICE   | <input type="checkbox"/> RHS | <input type="checkbox"/> CP  | <input type="checkbox"/> SE    | <input type="checkbox"/> TA    | <input type="checkbox"/> TF    | <input type="checkbox"/> AMP   |
| <input type="checkbox"/> IM    | <input type="checkbox"/> TMP | <input type="checkbox"/> IS  |                                |                                |                                |                                |

### Choose from the demographic selections below:

- National
- State-Specific selection requested (provide full name of state or states): \_\_\_\_\_

## DANB Sponsored Email Fees:

There will be a \$500 flat rate fee to build and test each sponsored email, plus an additional \$0.15 (nonprofit) or \$0.30 (for-profit) per name on the list. DANB will verify the rate based on the lists selected.