

Mailing List Rental Service 2023-24 RateCard

Who We Are

Dietitians of Canada (DC) represents over 4,700 member dietitians who help shape the future of eating and healthy living for all. Dietitians are trusted experts whose influence runs deep in every area of food and nutrition.

DC members influence buying decisions in every major market and work in a range of settings including clinical practice, management capacities in hospitals and clinics, business and industry, school foodservice, universities, government, and public health.

Revised March 2021

Direct Mail Marketing

Your company or organization can reach our nutrition professionals through direct marketing using the Dietitians of Canada ("DC") membership mailing list rental service. You can join the dozens of companies that have used this service to promote products, services, events, or other information of interest to dietitians.

Mailing List Rental Policies

DC will only provide its mailing list rental service to an applicant whose materials have been approved for distribution by DC. Each rental request must include:

- ☐ a signed rental agreement and order form (telephone order are not accepted)
- ☐ a final version of the materials to be distributed using the mailing list.

An applicant's materials will be approved if the materials provide a benefit to DC's members and meet DC's Advertising Terms and Conditions.

The list is rented for **one-time, singular company use** only. The information contained on the list must not be duplicated, transferred, or sold to a third party or used for any purpose other for mailing approved materials. Violation of these conditions will be grounds for denial of any future rental requests.

Rates

Members List: \$1,000/1000 names (\$1.00 per name)

Minimum Order: \$1,000

Specialty Network Lists: \$1,100/1000 names (\$1.10 per name)

Minimum order: \$1,100

Processing time: 5-7 business days.

Rush order (24 - 48 hours): Additional \$150 administrative fee

Mailing List Rental Agreement

Complete this form and email it along with the materials that you intend to distribute to:
Email: advertising@dietitians.ca

The undersigned agrees to rent a mailing list from Dietitians of Canada ("DC") subject to the following conditions:

1. A final version of the materials to be distributed (the "materials") using the list **must be approved by DC**. If the materials are not approved, there is no agreement between DC and the undersigned.
2. The undersigned agrees to pay the rate in the attached Mailing List Rental Service Rate Card.
3. The undersigned acknowledges that it has a right to distribute the materials.
4. The list will be used only for the one-time direct mail purpose for which it was approved. Only approved materials from the applicant may be sent to DC members.
5. The list cannot be sold or transferred to a third-party.
6. The list will not be duplicated by any method, resold, or integrated into a permanent database.
7. The name or logo of Dietitians of Canada will NOT appear on any materials being sent.
8. If DC incurs any legal fees or other costs in enforcing this Agreement either against the undersigned or a third party, then the undersigned shall pay any and all such costs incurred.
9. **Payment for the mailing list is due upon receipt of the invoice.**
10. DC will not be responsible for incorrect addresses. Our database is regularly updated - - your information is as accurate as ours the day you order.
11. The list must be used within 90 days of receipt.
12. Mailing list information is not returnable, exchangeable or refundable.
13. DC has the right to refuse, cancel or restrict any application.
14. Materials must meet the conditions set out above and the enclosed Advertising Terms and Conditions.

Having read the above and the Advertising Terms and Conditions, the undersigned agrees to assume full responsibility for breach of these terms. Noncompliance will disqualify the undersigned from receiving future mailing lists from Dietitians of Canada and may result in legal action.

Name: _____ Title: _____

Company: _____ Signature: _____

Date: _____ Product: _____

Client (if applicable): _____

Advertising Terms and Conditions

1. Dietitians of Canada (“DC”) reserves the right to reject any advertising copy.
2. DC reserves the right to insert a disclaimer and/or the statement: This is a paid advertisement.
3. DC does not endorse any third-party products or services.
4. Advertisements must be provided in either/both French or English.
5. All advertisements must be approved by DC prior to publication and adhere to the following standards:
 - ☐ Advertising must not contradict the mission, policies or positions of DC.
 - ☐ Advertising must be accurate, in good taste and conform to concept of communication vehicle.
 - ☐ Advertising must not contravene any federal food and drug acts, regulations, or standards including labeling, claims and advertising requirements.
 - ☐ Advertising must not be deceptive or misleading.
 - ☐ Advertising must clearly identify the advertiser.
 - ☐ The Advertiser must have the right to display the advertisements.
 - ☐ The name or logo of DC cannot appear on any advertisements.
6. All content is subject to DC's Guidelines for Advertising Directed to Members.

Date of Order: _____

Send Invoice To:

Company: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Business Phone: _____ E-Mail: _____

Signature: _____

Provide List To:

Mailing House/Company: _____

Contact Name: _____ Contact Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Business Phone: _____ E-Mail: _____

A non-disclosure agreement must be signed by the mailing house/company contracted for the mailing.

Selection Options: (check one)

- ☐ All Members (including outside Canada)
- ☐ All Members (excluding outside Canada)
- ☐ Members in specific Province(s) **(Specify)** _____
- ☐ All Members in Networks **(Specify below)**.
- ☐ Members in Networks in Canada only **(Specify below)**.

Networks: Ordering networks lists gives you access to members with specific professional interests. Networks below have memberships that range from 50 – 600 members. Duplicate names will be removed when ordering multiple network members.

- ☐ Aboriginal Nutrition
- ☐ Addiction, Mental Health and Eating Disorders
- ☐ Business and Industry
- ☐ Canadian Association of Nephrology Dietitians
- ☐ Clinical Nutrition Managers
- ☐ Community & Public Health Nutrition

- ☐ Consulting Dietitians
- ☐ Diabetes, Obesity & Cardiovascular
- ☐ Dysphagia Assessment and Treatment
- ☐ Food & Culinary
- ☐ Gerontology
- ☐ Home Care
- ☐ Household Food Insecurity
- ☐ Integrative and Functional Nutrition

- ☐ Les diététistes francophone
- ☐ Media
- ☐ Nutrition Support
- ☐ Oncology
- ☐ Pediatric Nutrition
- ☐ Sport Nutrition
- ☐ Student Network
- ☐ Sustainable Food Systems

Sort Options:

- ☐ English and French separated
☐ Alpha order by last name **OR** ☐ Postal code order

Format:

- ☐ Electronic list provided to your mailing house, upon signature of a non-disclosure agreement.

Delivery: (check one)

- ☐ Regular delivery – processed in five to seven business days
☐ Rush order delivery – processed in 24 to 48 hours. Add \$250 in administrative fees.

Note: Estimates can be provided. Since our membership database continuously fluctuates, the total list released at a subsequent date will also fluctuate.

Payment: An invoice will be issued once the total number of entries on the list has been determined.
Payment Methods Accepted: EFT (details to be provided upon request), VISA, Mastercard and AMEX.

To forward payment, contact the DC Finance Department at finance@dietitians.ca or (416) 642-9304.

[DC USE ONLY]

Cost of list: _____ (Members \$1.00 each, Networks \$1.10 each.)
Rush Order: _____ (\$250 for orders processed in 48 hours).
Sales tax: _____ (applicable GST or HST) - DC GST/HST # 105200992
TOTAL: _____

Date List Sent: _____ Total Entries: _____ Extra Hours: _____