CTD Label Rental Information & Application

CTD rents labels to programs that serve gifted students in elementary through high school. (Colleges and universities may not use labels for undergraduate recruitment.) CTD reserves the right, at its sole discretion, to accept or deny requests for label rental. Please read the following information carefully before completing the application form.

Terms of Use:
CTD data includes students in grades 3-12 who have participated in our above-grade-level testing program: Northwestern University’s Midwest Academic Talent Search (NUMATS). Students in grades 3-6 take the EXPLORE® test, designed for students in grade 8. Students in grades 6-9 take the ACT® or SAT®. Students in grades 10-12 have participated in previous years. CTD makes every effort to maintain good data that meet the standards of NCOA, but we offer no credit or refund for lapsed or changed addresses.

Our names and addresses are provided for one-time use only for the purpose of publicizing the program described on the application form and attached material and for no other use. All materials to be sent in the mailing must be provided to us before we finalize the rental, including, but not limited to, cover letters, brochures, and business reply cards. Failure to abide by this provision will result in your organization being charged for each unauthorized use of our data and may result in loss of future label-rental privileges. Names and addresses may not be copied or reproduced in any way and may not be added to a database for future use. If you wish to use the same list multiple times, we will invoice for each use. If your print materials refer to our program (such as a cover letter that reads, for example, “Based on your participation in ___”) refer to us as “Northwestern University’s Midwest Academic Talent Search (NUMATS).”

To protect the integrity of our data, we send electronic data files directly to a mailing house. We are not able to provide data files to individual institutions. If you are not using a mailing house, any data sent directly to your school will be sent as peel and stick labels or in a pdf file which you may use to print out onto your own label stock (Avery 5160 or equivalent). We may add names to your list for verification purposes but will not include those in your totals on your quote or invoice.

Rental requests to publicize summer programs will be processed after March 15 of the year in which the summer program occurs.

There is a minimum turnaround time of TEN business days for processing labels. We make every effort to process them sooner, but there is an additional charge of $100 for rush orders (orders in which either the count or the labels are needed in fewer than ten business days from the time we receive your completed application, including all descriptive materials).

Prices:
Rates vary by program qualifications and verifiable exemptions. Please check the boxes that apply to your program and enclose documentation of each exemption.

- The sponsoring organization is a state-supported pre-collegiate institution (a public school or district). Programs run by state colleges and universities are not eligible for this exemption.
- The program is available at no charge to students because it is grant funded.
- The program will take place in a Midwestern state.

<table>
<thead>
<tr>
<th>Exemptions</th>
<th>Cost per label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private school (no exemptions apply)</td>
<td>$1.35</td>
</tr>
<tr>
<td>0</td>
<td>.95</td>
</tr>
<tr>
<td>1</td>
<td>.70</td>
</tr>
<tr>
<td>2</td>
<td>.65</td>
</tr>
<tr>
<td>3</td>
<td>.55</td>
</tr>
</tbody>
</table>

To cover set-up charges, the minimum label rental charge is $100. Additional charges may apply, including the following:

1. Complex requests or those involving multiple criteria or counts before ordering will be charged an additional $100 on the final invoice. You will be notified of this prior to being charged. *This includes separate criteria by grade.
2. Rush orders (requested fewer than 10 business days from receipt) will be charged an additional $100. Changing the delivery date after a rush order is completed will still result in the additional fee.
3. There is an extra $25 charge on orders for peel & stick labels of more than 1000.
1. ELIGIBILITY INFORMATION
To help us determine eligibility for label use, check all that apply.

☐ Is your program/private school intended specifically and exclusively for gifted or talented students? (Please attach documentation stating your admission criteria.)

☐ If your program/private school is not exclusively for gifted students, do you have high academic standards with selective admission requirements (achievement test scores, Talent Search test scores, school grades, IQ test scores, teacher recommendations)? (Please attach documentation stating your admission criteria.)

☐ Are you a college or university with special programs targeted at high-achieving students (such as early entry programs or precollege programs)?

☐ Is your program sponsored by a nonprofit organization or is your organization nonprofit?

2. CUSTOMER INFORMATION
Contact Name ___________________________________________________________
Title ___________________________________________________________
E-mail Address _______________________________________________________
Institution ___________________________________________________________
Program Name _______________________________________________________

3. LABEL SPECIFICATIONS AND DATA DELIVERY
- Requested delivery date: ____________________________
  Please allow a minimum of TEN business days from receipt for processing.
  Rush orders requested less than ten business days from receipt will be charged an additional $100 fee. Changing the delivery date after a rush order is completed will still result in the additional fee.  ☐ Yes, please rush my order.
- If you wish to specify number of labels, please indicate here: Minimum __________________ Maximum __________________

**Data Criteria: (Note: To avoid processing delays, please read the instructions carefully before completing this section.)
☐ Participants from all available years  ☐ Current year’s participants only (Not available until March 15, 2016)
☐ Previous year’s participants only  ☐ Other ____________________

Current grade levels:
Circle grade(s) desired.  3rd  4th  5th  6th  7th  8th  9th  10th  11th  12th  ALL

|--------------------|------|------|------|------|------|------|------|------|------|------|

Geographic area:
☐ All states nationwide  ☐ Specified states:  ☐ IL  ☐ IN  ☐ MI  ☐ MN  ☐ OH  ☐ WI  ☐ ND  ☐ SD  ☐ Other states ______________
☐ ZIP code range(s) (attach separate sheet if needed)**
☐ Other criteria not listed above: _____________________________________________

Delivery (Choose one):
☐ Send peel & stick labels to school address provided ($25 additional charge for 1000 or more labels)
☐ Send pdf file to contact person
☐ E-mail data file to mailing house representative at this e-mail address:
  Name of mailing house: ___________________________________________________
  Your contact person there: _________________________________________________
  Data format:  ☐ Tab-delimited  ☐ Comma-delimited  ☐ Excel

Sort order (If none specified, labels will be sorted by ZIP code.) ___________________________

4. SCORE CRITERIA
Please note: Students take the EXPLORE test in grades 3-6 and the SAT and ACT in grades 6-9.
*Requesting different criteria by grade may result in an additional fee. (See previous page.)

**Important:** If you specify more than one score criterion, you must indicate (circle) AND or OR.

☐ No score criteria  ☐ Use score criteria below:

O Math  SAT ≥ _____ (200-800)  or  ACT ≥ _____ (1-36)  or  EXPLORE ≥ _____ (1-25)
O AND/ OR  O Reading  SAT ≥ _____ (200-800)  or  ACT ≥ _____ (1-36)  or  EXPLORE ≥ _____ (1-25)
O AND/ OR  O English  ACT ≥ _____ (1-36)  or  EXPLORE ≥ _____ (1-25)
O AND/ OR  O Science  ACT ≥ _____ (1-36)  or  EXPLORE ≥ _____ (1-25)
O AND/ OR  O Composite  ACT ≥ _____ (1-36)  or  EXPLORE ≥ _____ (1-25)
O AND/ OR  O Combined (R+M)  SAT ≥ _____ (400-1600)

I certify that I have read and understand the label rental instructions, that I meet the eligibility requirements to rent CTD labels, and that I will abide by the rules.

Signature ___________________________  Title ___________________________  Date ____________

CTD Office Use Only: Date Rec’d _______  Approved _______  Price _______  Allwd Rks? Y / N  Inv# _______  Final# _______
ELIGIBILITY TO RENT CTD LABELS

Your application is not complete until we have a copy of ALL materials that will be sent to the students whose names we provide, even if you have sent us similar or identical materials in the past. If different information will be sent to different groups of students, we need ALL of the different pieces. These materials may include, but are not limited to, the following: brochures, cover letters, application materials, business reply cards, etc.

LABEL SPECIFICATIONS AND DATA DELIVERY

Please note that there is a MINIMUM turnaround time of TEN BUSINESS DAYS to process labels. When in doubt, we recommend choosing the most inclusive criteria. If the number is too large, we can narrow it down to get to your desired number/cost. This takes less time than processing a smaller list and then having to expand it to increase numbers.

The following definitions will aid you in choosing which items to select.
• “Current grade levels” – These are the grade levels for the academic year already in progress (or, in the case of applications processed in the summer months, the academic year just past.)
• “Current year's participants” – This includes students who are testing during the current academic year. These names are not available before March 15.
• “Previous year's participants” - This includes ONLY students who tested during the previous academic year. This is the option to select if you are requesting delivery between September 1 and March 15 and are interested in the most recent batch of students.
• “Participants from all available years” – ALL students who have ever registered with us and who meet your criteria.

SCORE CRITERIA

• EXPLORE is administered to students in grades 3-6. SAT and ACT are administered to students in grades 6-9. If you're looking for a large number of names among older students, it's best to include criteria for SAT, ACT, and EXPLORE or no score criteria.
• Please specify AND or OR when choosing criteria. There is a significant difference between “SAT Math Score ≥ 500 AND SAT Reading Score ≥ 500” and “SAT Math Score ≥ 500 OR SAT Reading Score ≥ 500”. The latter will get you a larger number of students.

How do you get the tailored list you want?

When in doubt, we recommend choosing the most inclusive criteria. If the number is too large, we can narrow it down to get to your desired number/cost. This takes less time than processing a smaller list and then having to expand it to increase numbers. Here’s an example: let’s say you request all students currently in grade 9.
• Checking “Previous year’s participants” will give you the students who participated in the 2014-2015 academic year, who are now in grade 9, i.e. students who were in grade 8 when they tested.
• Checking “All available years,” however, will give you all students who are now in grade 9—the students who tested during the 2014-2015 school year while in grade 8, but also the students who tested in the 2013-2014 school year while in grade 7 and in the 2012-2013 year in grade 6, and so on. You will generally get more names if you choose “all available years”.

Other criteria: This is the place to add criteria such as gender, ethnicity, or income. (Some items such as ethnicity and income are optional when students register with us; therefore asking for these criteria may exclude some students from your list who meet the criteria but did not provide us with that information.)

Sort order: If you don’t specify an order, the data will be sorted by ZIP code.

Any questions regarding completing this form should be directed to numats@ctd.northwestern.edu or 847/491-3782 ext 3.

To submit the form,
• e-mail it to numats@ctd.northwestern.edu
• fax it to 847/467-4283, or
• mail it to
  CTD Label Rentals
  617 Dartmouth Place
  Evanston, IL 60208