

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 – 9 who have taken an above-grade-level test through Northwestern University’s Midwest Academic Talent Search (NUMATS). The students in grades 3 – 6 have taken the EXPLORE test, typically taken by students in grade 8. The students in grades 6 - 9 have taken the ACT or SAT. CTD makes every effort to maintain good data, and meets 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.

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 then print out onto your own label stock (Avery 5160 or equivalent).

Rental requests to publicize summer programs will be processed after March 1 of the year in which the summer program occurs.

There is a minimum turnaround time of TEN business days for processing labels. 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 college 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.

Exemptions	Cost per label
Private school (no exemptions apply)	\$1.25
0	.85
1	.60
2	.55
3	.45
4	.40

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

1. *Very 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.*
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 labels.*

2011-2012 CTD Label Rental Application Form

Center for Talent Development * Northwestern University * www.ctd.northwestern.edu
 617 Dartmouth Place * Evanston, IL 60208-4175 * Ph 847-491-3782 * Fax 847-467-4283

1. ELIGIBILITY INFORMATION

To help us determine eligibility for label use, please tell us about your program (Check all that apply):

- Is your program/private school intended specifically and exclusively for gifted or talented students? (Please attach a document 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 a document 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?

2. CUSTOMER INFORMATION

Contact Name _____ Street Address _____
 Title _____ City, State, Zip _____
 E-mail address _____ Phone _____ Fax _____
 Institution _____ Have you rented labels from CTD before? Y / N
 Program Name: _____ Dates program will run: _____

3. LABEL SPECIFICATIONS AND DATA DELIVERY

Requested delivery date: _____ (Please allow a minimum of 10 business days from receipt for processing. Rush orders *requested less than 10 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.)

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
- Previous year's participants only
- Current year's participants only (Not available until March 15, 2012)
- Other _____

Current grade levels: (circle grade(s) desired)	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th	ALL
(HS graduation year)	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	

Geographic area: All states nationwide
 Specified states: IL IN MI MN
 OH WI ND SD
 Other states _____
 Zip code range _____

Other criteria not listed above: _____
 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

4. SCORE CRITERIA

Please note: SAT and ACT scores are available for students grades 6-9, and EXPLORE for students grades 3-6.

Important: If you specify more than one score criterion, you **must** indicate whether you mean AND or OR.

- No score criteria Use score criteria below:
- AND / OR Math SAT ≥ _____ or ACT ≥ _____ or EXPLORE > _____
- AND / OR Reading SAT ≥ _____ or ACT ≥ _____ or EXPLORE > _____
- AND / OR English ACT ≥ _____ or EXPLORE > _____
- AND / OR Science ACT ≥ _____ or EXPLORE > _____
- AND / OR Composite ACT ≥ _____ or EXPLORE > _____
- AND / OR Combined SAT ≥ _____

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 _____ Rel=1? Y/N Inv# _____ Final# _____

HELPFUL TIPS FOR COMPLETING THE APPLICATION FORM

ELIGIBILITY TO RENT CTD LABELS

*Your order 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*. These materials may include, but are not limited to, the following: brochures (if different information will be sent to different groups of students, we need ALL of the different pieces), 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..

The following definitions will aid you in choosing which items to check in this section.

- **“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

- 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 and ACT. EXPLORE is administered to students in grades 3-6.
- Please specify AND or OR when choosing criteria. There is a significant difference between “SAT MATH SCORE \geq 500 **AND** SAT VERBAL/READING SCORE \geq 500” and “SAT MATH SCORE \geq 500 SAT **OR** VERBAL/READING SCORE \geq 500”. The latter will get you a larger number of students.

How do you get the tailored list you want?

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 2010-2011 academic year, who are now in grade 9 – in short, 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 in grade 8 who tested during the ‘10-’11 school year, but also the students who were tested in the ‘09-’10 school year in grade 7, or in the ‘08-09 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. The data will otherwise only include name, address, city, state, and zip.

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 Jody Rosenbaum at jodyrosenbaum@northwestern.edu or 847-491-3855.