



## Bonded Sender Program Application

By submitting this application you will be charged a nonrefundable \$50.00 application fee. This fee does not guarantee acceptance into the Bonded Sender™ Program and refunds cannot be offered for applications that are not accepted.

### *Applicant Contact Information:*

\_\_\_\_\_  
First Name Last Name

\_\_\_\_\_  
Company Name Business Phone

\_\_\_\_\_  
VerticalResponse Username Email Address (if different than Username)

\_\_\_\_\_  
Website URL

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
City State/Province Country Postal Code

**NOTE:** Applications can only be considered for clients with 3 months of service AND at least 6 launched email campaigns.

### *Please provide feedback on the questions below:*

#### **Company Profile:**

Please describe your business. Briefly explain the industry you are in, your typical customer, the products/services you offer, etc.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Mailing History & Frequency:**

How long have you been sending email campaigns to your list(s)?

- Less than 6 months
- 6 months to 1 year
- 1 year to 2 years
- More than 2 years

How often do you send email campaigns?

- Daily
- Multiple times per week
- Once per week
- 2 to 3 times per month
- Once per month
- Once every few months
- Quarterly

**Type of email content:**

What is the nature of the email campaigns you send? For example newsletters, product/service offerings, transactional communications, event announcements, etc)?

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**List Size & Data Collection Practices:**

Approximately how many email addresses are contained on your list(s)? \_\_\_\_\_

Approximately how many new email addresses do you add each month? \_\_\_\_\_

Please provide the opt-in source(s) used to gain permission to contact these email recipients via email. For example, sign-up form on your website, product registration, ecommerce transaction, tradeshow contacts, etc. (Please include website URLs to any online data collection mechanism)

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Please indicate the permission level of each data source:

- 1) Confirmed Opt-in
- 2) Opt-in from website with confirmation
- 3) After purchasing a product/service, customer checked and un-checked sign-up box to opt-in
- 4) After purchasing a product/service customer was presented with a pre-checked sign-up box to opt-in. Customer chose not to “un-check” the box.
- 5) Individual signed an offline guestbook with clear instructions that they were opting-in
- 6) Business cards or scanned badges from a tradeshow or event

List Source	Permission Level (use #'s above for notation)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Applicant Feedback:**

Please feel free to add any additional information that you feel VerticalResponse should be aware of when reviewing your application.

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**Annual License Fee:**

There is an annual license fee if accepted into VerticalResponse’s Bonded Sender Program and this is based on your monthly mailing volume. Please place an “X” next to the tier that best matches your company’s mailing volume.

Select A Tier	Email Sent (monthly)	Annual License Fee
	1 to 10,000	\$19.99
	10,001 - 50,000	\$39.99
	50,001 - 100,000	\$69.99
	100,001 - 250,000	\$89.99
	250,001 - 500,000	\$229.99

**Please initial below and sign at the bottom:**

- \_\_\_ I authorize VerticalResponse to charge my credit card the nonrefundable \$50.00 application fee whether I am accepted into the program or not.
- \_\_\_ If accepted into the Bonded Sender™ Program, I authorize VerticalResponse to charge my account for the annual license fee I’ve selected above.
- \_\_\_ If accepted into the Bonded Sender™ Program, I authorize VerticalResponse to charge my credit card \$20.00 for each spam complaint received from the email campaigns I send.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (Print)

\_\_\_\_\_  
Title

**NOTE:** This application must be accompanied by a signed Bonded Sender™ Program Terms of Use Agreement.

Please fax this completed application and the Terms of Use Agreement to:  
**415.905.6881, ATTN: VerticalResponse’s Bonded Sender Application Team.**

Thank you for your application, please allow 7 - 10 business days for VerticalResponse to review this information.