NewgTLDs

ICANN

TLD Application System (TAS) Tips

In anticipation of the New gTLD Application Window opening on 12 January 2012, we have prepared this TAS Top 10 List to help applicants manage the application process.

1. Copy and Paste is the Way to Go

Prepare the application in a text editor (e.g., MS Word) and then copy and paste into TAS. This will provide two key benefits. It will allow you to prepare your application entirely in advance with input from subject matter experts, and save you time in submitting your application.

2. Plain Text Not Rich Text

TAS will not accept rich text format, so prepared responses should be in plain text, without bullets, indented numbers, etc. Hyphens and numbers may be included as plain text only. This will save time by avoiding last-minute formatting issues.

3. Be Aware of Character Limits

Allotted space for the answer to each question is limited to a certain number of characters based on guidance provided in the Applicant Guidebook. TAS will not accept responses that exceed these limits. Use character count and be aware that one page equates to approximately 4,000 characters (including spaces). Attachments may not be used to extend the answers, so make sure your answers are clear, complete, concise, well thought out, and fit within the specified character limits.

4. Clearly Label Attachments

The application answers should clearly reference all attachments (diagrams, illustrations, etc.) by name, section, figures and graphics. More importantly, the name of the attachment should include the question and sub-section of the question (e.g. "Q8a_DocumentName"). This will eliminate any confusion and ensure that appropriate supporting documentations are reviewed. See Knowledge Base Article, "TAS Attachments" for rules on attachments.

5. Register Early (Deadline is 29 March 2012)

We cannot stress enough how important it is to register early. The registration process can take some time to complete, so we recommend getting in as early as possible to avoid missing the deadline.

6. Safeguard Login Credentials

Upon registering, you will be given three sets of login credentials. Keep these under "lock and key." While passwords can be re-set, usernames cannot be changed. So if you happen to forget your username, you will have to re-register from the beginning.

7. Add "icann.org" to Your Email Safe List

Applicants will receive email communications from TAS throughout the application process: confirmation messages, login credentials, tasks to submit your registration fee submission, clarification questions, etc. Make sure you do not miss any important alerts from ICANN by adding icann.org to your safe list so these notifications do not get routed to your "spam" or "junk" email box.

8. Check Application with HTML Generator Prior to Submitting

TAS will allow you to simply click a button, at any stage in the completion of your application questionnaire, to generate an HTML file of your application. This provides a single document that will allow you and those involved in your organization to re-view all of your answers prior to submitting the final application.

9. Questions Can Be Answered in Any Order

TAS will allow you to submit answers to questions in any order that you prefer. You can also go back and change your answers all the way to the date when the application window closes, even after submitting your application fee.

10. Think Ahead

TAS allows you to submit applications under a single user profile/single applicant profile, or single user profile/multiple applicant profiles scenario. Although there are no advantages or disadvantages for either scenario, there are implications that you should consider before submitting applications under one scenario versus the other. Remember that the primary and secondary contacts associated with the user profile will receive all communications on the applications. Secondly, the user is the only one with credentials to access the user profile to manage the application (registration, fee payment, application submission, responding to clarification requests, withdrawing the application). You should think ahead and consider these implications before deciding how to submit your applications.