

2012 NASPA Media Kit

- **Leadership Exchange**
- **Conference Event Program Guides**
- **Web Site**
- **E-Newsletters**



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» 2012 Print & Digital Media Kit

Leadership Exchange is a vital source of information and opinion for key DECISION MAKERS and influencers at colleges and universities worldwide. These leaders are the true gatekeepers of information to millions of students, and they play important roles in contracting for vendor products and services like your own. By advertising in *Leadership Exchange*, your company will gain exposure to leaders who are in tune with the needs of today's college students.



» **Leadership Exchange Editorial Content**

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Through a powerful, integrated print–online network, *Leadership Exchange* prepares senior-level administrators for the most complex management challenges in student affairs today. *Leadership Exchange* delivers expert news and analysis on the latest trends in student affairs, insider perspectives from leaders in higher education and management, and tips and tools for managing diverse staffs and an ever-expanding set of responsibilities.

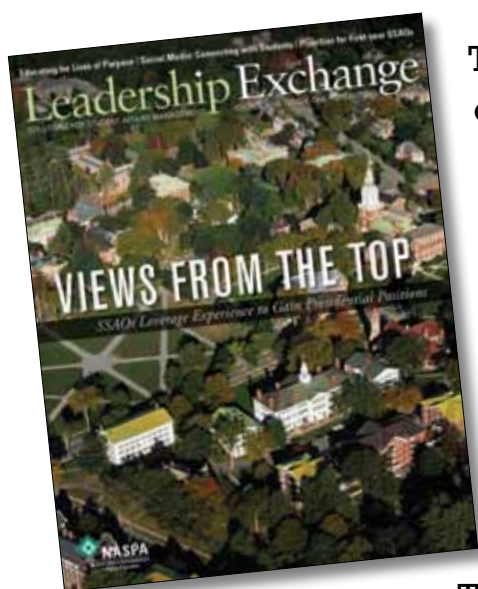
Published quarterly, each issue of *Leadership Exchange* features four in-depth articles as well as columns including:

- › Smart Thinking
- › Liabilities
- › Public Policy
- › Technology Center
- › Tools of the Trade
- › Who’s Reading What
- › Website to Watch
- › Capstone

“The most recent findings from the 360 Youth/Harris Interactive College Explorer Study demonstrate the **significant power** of the U.S. college market, with spending at nearly **\$200 billion a year**. It is a large and influential market with over **15.6 million students**, and is a vital segment for marketers concerned with serving the needs of young consumers.”

Source: “*Future Trends and Challenges for Student Affairs.*” *Leadership Exchange*, 1(1), p. 8.

» Circulation & Readership



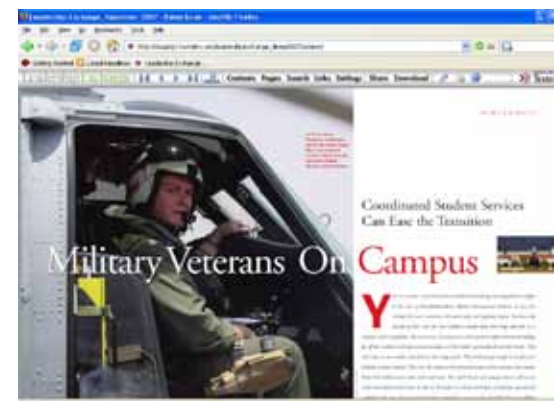
The magazine circulates to thousands of senior student affairs officers. Our readers include vice presidents of student affairs, deans of students, directors of housing, student activities administrators, fiscal officers, food service administrators, admissions officers, and recreation managers.

The **digital edition** is delivered to all NASPA members via e-mail.

This means your ad will be accessible to more than 13,000 student affairs professionals! Past issues of *Leadership Exchange* are archived online, and are open to search engines like Google. The digital edition is great for viral marketing campaigns!

FAST FACTS

- 1,400 KEY DECISION MAKERS at colleges, universities, and community colleges receive *Leadership Exchange* in print
- 13,000-plus NASPA members have access to the new digital edition, which includes a fully searchable archive
- Digital ad upgrades are a **UNIQUE** and **EXCITING** way to inform and educate readers about your company's products and services



» Print Rates

When you place an ad in the print edition, it is automatically included in the digital edition. If the text of the ad includes a URL to your company’s website, we’ll hyperlink it at no additional charge!

2012 Print Rates Per Issue			
Placement Type	Non-member	Corporate Member Single Issue	Corporate Member Full Year (4 issues)
Cover 2 (inside front)	\$4,200	\$3,780	\$3,360
Cover 3 (inside back)	\$4,200	\$3,780	\$3,360
Cover 4 (back cover)	\$5,250	\$4,725	\$4,200
Front face page	\$3,150	\$2,835	\$2,520
Letter from president face page	\$3,150	\$2,835	\$2,520
Table of contents face page	\$3,150	\$2,835	\$2,520
Full page	\$2,100	\$1,890	\$1,680
Half page horizontal	\$1,050	\$945	\$840
Half page vertical	\$1,050	\$945	\$840
Quarter page	\$525	\$475	\$420

Rates discounted by 40% for NASPA non-profit member organizations.



MEMBERSHIP IS THE KEY

Becoming a **corporate member** with NASPA means not only getting more connected with NASPA members, but also receiving the best possible advertising rates. Advertise for the full calendar year (4 issues) and receive even more discounts.

For corporate and non-profit membership questions, please contact Fred Comparato, Director of Corporate and Foundation Relations, at fcomparato@naspa.org

» Digital Edition

Engage readers through rich, interactive advertisements. The digital edition of *Leadership Exchange* offers exciting new ways to deliver your company's message. Below are upgrade options for the digital edition that are sure to grab readers' attention!

TYPE	DESCRIPTION
Hyperlink logo or ad	Link your company's logo or full ad to your company's website
Tip in, gatefold, barndoor	Digital replications of the print versions
Full or partial ad replacement with Flash content	Make your ad come alive with Flash media; can include sound
Slide show	Enables the reader to view an interactive slide show
Partial replacement	Static image replaced with video (no more than 30 seconds); can include sound
Video overlay	An integrated video that plays automatically on page open (no more than 30 seconds); can include sound
Reverse video	Shows "active areas" of advertisement to play rich media; can include sound
Blow-in card	A card-like additional ad that is inserted into the digital edition



Advertising questions: Fred Comparato | Director of Corporate & Foundation Relations | fcomparato@naspa.org | 614.204.5994

» Specifications

The preferred format for receipt of print advertising files is PDF-X/1-a.

SOFTWARE

The following software programs are supported:

- QuarkXpress
- Adobe InDesign
- Adobe Photoshop (saved as an EPS or TIFF)
- Adobe Illustrator

Any other applications are unacceptable.

FONTS

- Supply all printer and screen fonts, including fonts embedded in art files.
- Pseudo-type commands should not be used (i.e., if italics are desired, then the italic version of the font should be used, not the italic style).

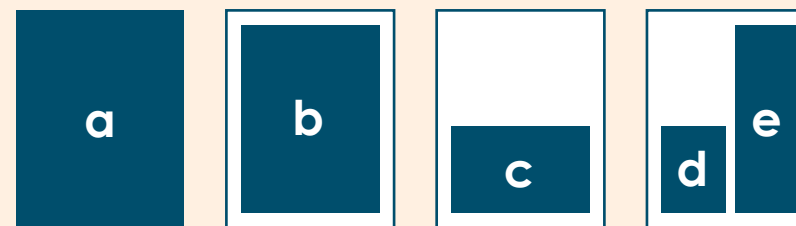
SCANS

- Scanned images must be saved as TIFF or EPS.
- Line art should be scanned at 900 dpi and saved as TIFF. Be sure not to scan line art as halftone. (In Photoshop, use the “Bitmap” mode.)
- Black and white photos should be scanned at 300 dpi as grayscale. Ideally the shadow dot should not exceed 91; any dot under 4% will drop to white.
- 4/c images should be scanned at 300 dpi and converted to CMYK (not left as RGB), with an ink limit of 280%. The high-res image should be imported directly into the document.

PRINTING SPECIFICATIONS

- Trim Size: 8.5”w x 11”h
- Bleed Size: 8.625”w x 11.125”h • Inks: 4/c process
- Binding: Saddle-stitched
- If the ad contains transparencies, be sure to set the transparency flattener presets to high resolution before you create the PDF-X/1-a.

Ad Sizes



a Full-page bleed
8.625”w x 11.125”h

b Full-page
8.5”w x 11”h

c Half-page horizontal
8”w x 5”h

d Quarter-page
3.875”w x 5”h

e Half-page vertical
3.875”w x 10.5”h

Please send ad artwork to Fred Comparato via
e-mail at fcomparato@naspa.org

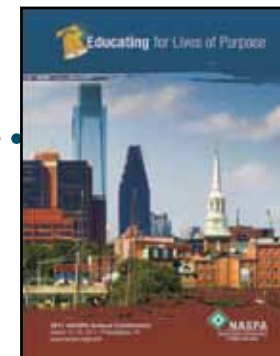
» Event Program Guides

Is there are a specific area within student affairs professionals that you want to reach? Take this advertising route to target in to your specified interest group within student affairs.

NASPA hosts several conferences throughout the year within student affairs. You can advertise in the specific event program guide that is tailored to your company's product/ services. From the annual conference to the alcohol & other drug/mental health conference, there are numerous program guide advertising opportunities to choose from. See media order form (page 11) for complete list.

» Mailing Lists

The membership mailing list (provided in an excel format) is another opportunity to promote your company to NASPA members. A one time use, it allows you to send out a mailing to the entire membership or a specific sector within the membership.



2012 event program rates (per conference program)

1/2 Page Ad - \$500

Full Page Ad - \$800

Event program ad dimensions (black/white ads only)

High Rez (300 dpi or higher) pdf's accepted

1/2 Page Ad - 7.75" across x 5.125" high

Full Page Ad - 8.5" across x 11" high

Corporate members receive a \$150 discount off the base rate. For the mailing list order form, please check "send mailing list order form" on the comprehensive media insertion order form.

» Web Site Advertising on www.naspa.org

The NASPA Home Page gets over 7,000 unique hits a month. Take the opportunity to post a right hand column ad promoting your product/service to student affairs professionals.

Advertising availabilities are available on the Home Page and the Events Page

2012 web site rates

NASPA Home Page Right Hand Column Ad:
\$3,000/3 months, \$5,000/6 months

NASPA Events Page Right Hand Column Ad:
\$2,600/3 months, \$4,400/6 months

Web site ad dimensions

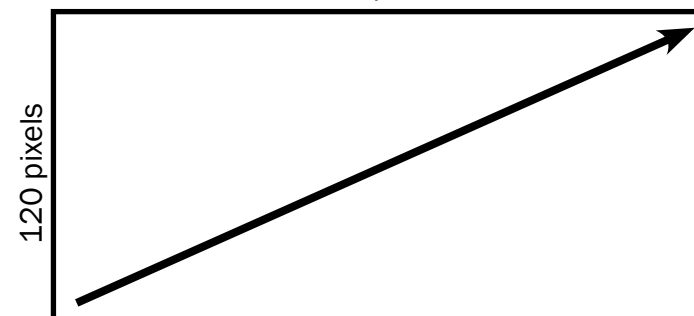
240 x 120 pixels

(Flash technology preferred with hyperlink capabilities)

(Static image ads will be linked to a site of your choosing)



240 pixels



» E-Newsletters

Starting in the 2012 calendar year, NASPA is implementing two (2) NASPA E-Newsletter advertising opportunities. Reach the entire membership with your banner ad (with hyperlink that goes directly to your web site).

The 2 options are:

- **NASPA UPDATE:** E-mailed weekly to the entire membership
- **ANNUAL CONFERENCE ATTENDEES:** Reach all attendees that have registered for the 2012 Annual Conference in Phoenix. (sent out the months before the annual conference).

2012 e-newsletter rates

NASPA Update: \$2,000 for four (4) weekly updates (one month)

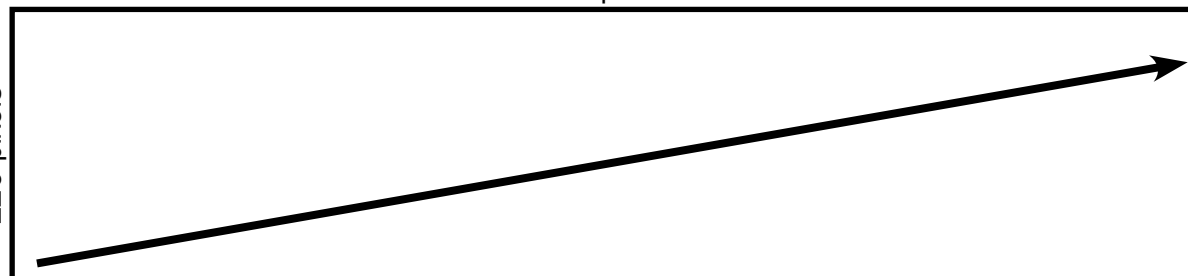
Annual Conference: \$1,400 for two (2) Annual Conference E-Mails

e-newsletter ad dimensions

Size and specifications needed.

600 pixels

120 pixels



» 2012 Media Insertion Order Form

Check all that apply and complete the form below. NASPA corporate members receive a 10% discount on single-issue insertions, and a 20% discount for a full year (4 issues). Rates discounted by 40% for NASPA non-profit member organizations. **Return form and all artwork to: Fred Comparato, Director of Corporate & Foundation Relations, fcomparato@naspa.org, (fax) 202-204-8443.**

Leadership Exchange (PRINT)

- Winter 2012 - released Dec. 2011 (insertion order due by 11/15/11; art due by 11/23/11)
- Spring 2012 - released Feb. 2012 (insertion order due by 1/7/12; art due by 1/14/12)
- Summer 2012 - released Jun. 2012 (insertion order due by 4/15/12; art due by 4/29/12)
- Fall 2012 - released Sept. 2012 (insertion order due by 7/8/12; art due by 7/29/12)
- Full Year - 4 issues (20% discount available)
 - Quarter page, \$525
 - Half page vertical, \$1,050
 - Half page horizontal, \$1,050
 - Full page, \$2,100
 - Front face page, \$3,150
 - Contents face page, \$3,150
 - Pres. letter face page, \$3,150
 - Cover 2 (inside front), \$4,200
 - Cover 3 (inside back), \$4,200
 - Cover 4 (back cover), \$5,250

Leadership Exchange (DIGITAL PRICING*)

- Winter 2012 - released Jan 2012 (insertion order due by 11/15/11; art due by 11/23/11)
- Spring 2012 - released Mar. 2012 (insertion order due by 1/7/12; art due by 1/14/12)
- Summer 2012 - released Jun. 2012 (insertion order due by 4/15/12; art due by 4/29/12)
- Fall 2012 - released Sept. 2012 (insertion order due by 7/8/12; art due by 7/29/12)
- Full Year - 4 issues (20% discount available)
 - Hyperlink, \$150
 - Tip-in, gatefold, barndoor, \$500
 - Full replacement, \$500
 - Partial replacement, \$1,000
 - Slide show, \$750
 - Video overlay, \$1,000
 - Reverse video, \$1,000
 - Blow-in card, call for pricing

*Ad must run in print edition to add digital upgrades

WEB SITE ADVERTISEMENTS

- NASPA HOME Page (Right Hand Column)
 - 3 months, \$3,000
 - 6 months, \$5,000
- NASPA EVENTS Page (Right Hand Column)
 - 3 months, \$2,600
 - 6 months, \$4,400

E-NEWSLETTER

- NASPA Update (4 weekly emails) \$2,000 per month
 - January
 - February
 - March
 - April
 - May
 - June
 - July
 - August
 - September
 - October
 - November
 - December
- NASPA Annual Conference E-Newsletter: to all registered attendees (2 e-mails) \$1,400

EVENT PROGRAM GUIDES (PRINT)

- Half page horizontal, \$500
- Full page, \$800
 - Annual Conference
 - Alcohol & Other Drug/ Mental Health Conference
 - Assessment and Persistence Conference
 - Conference on College Men
 - Multicultural Institute
 - Law and Policy Conference

MAILING LIST ORDER FORM

- Yes, I am interested in receiving a mailing list order form.

Please reserve space for:

Name _____ Position _____ Company _____ Agent for _____

Invoice Preference: E-mail Mail (Hardcopy)

Send invoice to:

Name _____ Position _____ Telephone _____ Fax _____ E-mail _____

Mailing address _____ City _____ State _____ ZIP _____ Country _____

Authorized Signature _____ Date _____

Credit Card # _____ Expiration Date _____ CID _____ Visa MasterCard American Express

» Advertising Guidelines

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- 1. Advertising will be accepted on a first-come, first-served basis.**
- 2. In the event of non-payment, association shall have the right to hold the advertiser and/or its agency jointly and separately liable for such monies as are due and payable to the association. Rendering a bill to the advertiser's advertising agency shall not relieve the advertiser in the event of non-payment by the agency. Payment by the advertiser to its advertising agency will not constitute payment unless payment is actually received by association.**
- 3. The advertiser and its advertising agency shall be responsible, jointly and severally, for all content of advertisements (including text, illustrations, trademarks, and other material) and shall defend, indemnify and hold the association harmless from and against loss, expense or other liability, including the association's actual attorney's fee, resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims that may arise out of the publication of such advertisements.**

- 4. All advertising is subject to the association's approval. The association reserves the right to reject advertising for any reason, including advertising which the association deems inappropriate or incompatible with the publication's standards.**
- 5. The association is not liable if, for any reason, it becomes necessary to omit an advertisement.**
- 6. The association's liability for any error will not exceed the charge for the advertisement in question.**
- 7. The association reserves the right to place the word "advertisement" with any copy, which, in the association's opinion, resembles editorial matter.**
- 8. No conditions (printed or otherwise) appearing on space orders, billing instructions or copy instructions which conflict with the association's stated policies will be binding on the association.**
- 9. The association is not liable for failure to perform or delay in performance caused by strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.**

About NASPA

NASPA—Student Affairs Administrators in Higher Education is the leading voice for student affairs administration, policy, and practice, and affirms the commitment of the student affairs profession to educating the whole student and integrating student life and learning. With over 13,000 members at 1,400 campuses, and representing 29 countries, NASPA is the foremost professional association for student affairs administrators, faculty, and graduate and undergraduate students. NASPA members are committed to serving college students by embracing the core values of diversity, learning, integrity, collaboration, access, service, fellowship, and the spirit of inquiry.

To learn more about NASPA visit
www.naspa.org

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