EXPAND YOUR BRAND.
BROADEN YOUR REACH.

2021-2022 Digital Media Kit

Maximize your presence with trackable and quantifiable digital exposure.
NASPA is the leading association for the advancement, health, and sustainability of the student affairs profession. Our work provides high-quality professional development, advocacy, and research for 13,000 members in all 50 states, 25 countries, and 8 U.S. territories.

Advertising in a NASPA publication or media as well as sponsoring/exhibiting at our conferences, summits or institutes is the best way to make real connections with the NASPA members. Looking for a discounted package? Become a member and receive a discount on your advertising and conference registrations.

“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."


Contact: Kristie Jacobsen Jerde | 218-280-7578 | Kjerde@naspa.org
Areas of campus we serve:

- Academic advising
- Admissions
- Alumni programs
- Campus activities
- Campus safety
- Career services
- Civic learning and democratic engagement
- Clinical health programs
- College unions
- Community service / service learning
- Commuter student services
- Counseling services
- Disability support services
- Enrollment management
- Faculty
- Financial aid
- First-generation students
- GLBT student services
- Graduate & professional student services
- Greek affairs
- Intercollegiate athletics
- International student services
- Learning assistance / academic support
- Multicultural services
- Nontraditional-student services
- On-campus dining
- On-campus housing
- Orientation / new student programs
- Recreational sports
- Registrar
- Spiritual life and campus ministry
- Student affairs assessment
- Student affairs fundraising/development
- Student affairs research and evaluation
- Student conduct / Academic integrity
- Student conduct / Case management
- Student media
- Title IX
- TRIO / educational opportunity
- Veterans’ services
- Wellness programs
- Women’s center

Website

- # of Annual visitors: ~600,000 users

E-news

- # of E-newsletter Subscriber: ~30,000 subscribers

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LEADERSHIP EXCHANGE

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.

Each issue of the Leadership Exchange features four in-depth articles as well as columns including:

- Trending topics in Higher Education
- Liabilities
- Public Policy
- Tools of the Trade
- Capstone
- From Research to Practice
- VPSA Colleague Conversations
- Voices from the Field
- Media Milieu

Editorial Content

The Leadership Exchange prepares student affairs professionals for the most complex management challenges in higher education today. Published quarterly, the magazine delivers expert analysis on the latest trends and practices in student affairs, perspectives from thought leaders in higher education, and tips and tools for managing an ever-expanding set of responsibilities. Through a powerful, integrated online network that drives reader engagement, the Leadership Exchange is an indispensable resource for thousands of college and university decision makers.

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Circulation & Readership

The magazine circulates to thousands of higher education professionals. Our readers include vice presidents for student affairs, deans of students, directors of housing, student activities administrators, fiscal officers, food service administrators, admissions officers, counselors, mental health and wellness administrators, administrators for first-generation initiatives and recreation managers and other student support services.

The digital edition is delivered to all NASPA members. This means your ad will be accessible to over 13,000 student affairs professionals! Past issues of the Leadership Exchange are archived online, and are open to search engines like Google. It is great for viral marketing campaigns!

Fast Facts

- More than 13,000 NASPA members have access to the new digital edition and app version, which includes a fully searchable archive
- Upgrades are a UNIQUE and EXCITING way to inform and educate readers about your company’s products and services

Contact: Kristie Jacobsen Jerde | 218-280-7578 | Kjerde@naspa.org
There are two options for the reader’s convenience:

Digital Edition

App Edition

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## Ad Specifications for Leadership Exchange

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Ad Specs</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Horizontal</td>
<td>8&quot;W X 5&quot;H</td>
<td>$1600</td>
</tr>
<tr>
<td>Full Page</td>
<td>8&quot;W X 10.5&quot;H</td>
<td>$2540</td>
</tr>
<tr>
<td>Front Face Page</td>
<td>8&quot;W X 10.5&quot;H</td>
<td>$3150</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>8&quot;W X 10.5&quot;H</td>
<td>$3150</td>
</tr>
<tr>
<td>President’s Letter Face Page</td>
<td>8&quot;W X 10.5&quot;H</td>
<td>$3150</td>
</tr>
<tr>
<td>Inside Front Page</td>
<td>8&quot;W X 10.5&quot;H</td>
<td>$4200</td>
</tr>
<tr>
<td>Inside Back Page</td>
<td>8&quot;W X 10.5&quot;H</td>
<td>$4200</td>
</tr>
<tr>
<td>Two Page Cover</td>
<td>8&quot;W X 10.5&quot;H</td>
<td>$4600</td>
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## Upgrades and Additional Digital Options

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Ad Specs Desktop</th>
<th>Ad Specs Mobile</th>
<th>Format</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>960X90</td>
<td>728X90</td>
<td>320×50</td>
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<tr>
<td>Bottom Banner</td>
<td>960X90</td>
<td>728X90</td>
<td>320×50</td>
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<tr>
<td>Table of Contents</td>
<td>300X250</td>
<td>300X100</td>
<td>320×50</td>
</tr>
<tr>
<td>Blow in - Pop up</td>
<td>Check with Designer</td>
<td>Check with Designer</td>
<td>Static, Video or iframed</td>
</tr>
<tr>
<td>Sponsored New Issue Email</td>
<td>728X90</td>
<td>320×50</td>
<td>300×50</td>
</tr>
<tr>
<td>Full Page Hyperlink</td>
<td>-</td>
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</tr>
</tbody>
</table>

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INTelligent Marketing Starts Here

Retargeting Advertising

Why Retargeting?
Our audience becomes your audience with retargeting. Get exclusive direct access to NASPA’s website visitors and retarget them with your company’s ads that will showcase your brand, anywhere they visit online.

Quality Audience
Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with NASPA’s uniquely qualified audience that will showcase your business to those who need you the most.

Your ads will appear on multiple major websites and mobile apps, following the NASPA audience wherever they go.

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RETARGETING ADVERTISING

SMALL
- Impressions: 30,000
- Duration: 1 Month
- Price: $1750

MEDIUM
- Impressions: 65,000
- Duration: 3 Months
- Price: $2750

LARGE
- Impressions: 100,000
- Duration: 6 Months
- Price: $3500

All sizes include:
- Leaderboard 728x90
- Square Pop-Up 300x250
- Wide Skyscraper 160x600

Ad Sizes & Specs
- .jpg or .gif static images only; no flash ads

Contact: Kristie Jacobsen Jerde | 218-280-7578 | Kjerde@naspa.org
Receive detailed reports that allow you to see your campaign results in including impressions, clicks, and geographical locations of ads served.

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BANNER ADVERTISING

NASPA offers two opportunities to directly advertise to our members and broader audience via email banner ads.

- **The NASPA Weekly Update** is our serial Wednesday newsletter, which has a reach of approximately 30,000 subscribers, as determined by the included non-member target of a given week. The Weekly Update typically sees open rates of approximately 30% and unique click rates upwards of 15%. Interested in targeting your reach even further? Advertising opportunities in Weekly Updates custom-crafted for NASPA’s executive student affairs leaders audience (vice presidents for student affairs and equivalent) are available.

- **The NASPA Virtual Conference Attendee Emails** will allow you to connect with thousands of attendees at our virtual conference in the months and weeks leading up to the conference. Promote your visual brand recognition among attendees, provide a call to action, and set yourself up for relationship and lead building success at 2021 NASPA Virtual Conference. Select opportunities to specifically target vice presidents is also available in this format.
Sample of the banner ads

*Ads are enlarged for effect and hyperlinked to web based samples

Contact: Kristie Jacobsen Jerde | 218-280-7578 | Kjerde@naspa.org
## NASPA Weekly Update

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Per Week</td>
<td>• The final banner size is 600px by 150px, and ads are requested at a minimum width of 1200px by 300px.</td>
<td>PDF, PNG, or JPG</td>
<td>$900</td>
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<tr>
<td>Per Month</td>
<td>• Animated ads are not supported.</td>
<td></td>
<td>$3000</td>
</tr>
<tr>
<td></td>
<td>• Tracking UTM codes may be employed.</td>
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## NASPA Virtual Conference Attendee Emails

<table>
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<tbody>
<tr>
<td>Per Week</td>
<td>• The final banner size is 600px by 150px, and ads are requested at a minimum width of 1200px by 300px.</td>
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<td>$2000</td>
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<tr>
<td></td>
<td>• Animated ads are not supported.</td>
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<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
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</tbody>
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Please remit hyperlinks with artwork.

Contact: Kristie Jacobsen Jerde | 218-280-7578 | Kjerde@naspa.org
UPCOMING EVENTS
For more information about these events, event titles are hyperlink.

NASPA General Assembly (November 10 - 13, 2021)

NASPA Multicultural Institute: Advancing Equity and Inclusive Practice (December 9 - 11, 2021)

NASPA Student Affairs Law & Policy Conference (December 12 - 14, 2021)

NASPA Strategies Conferences (January 13 - 15, 2022)

NASPA Symposium on Military-Connected Students (February 25-27, 2021)

2022 NASPA Annual Conference March 19-23, 2022

Contact: Kristie Jacobsen Jerde | 218-280-7578 | Kjerde@naspa.org
INSERTION ORDER

Check all options your would like and return the completed form and all artwork to:
Kristie Jacobsen Jerde, Assistant Director, Advertising & Exhibits,
kjerde@naspa.org, (Phone) 218-280-7578, Fax: 202-903-0657

Digital Leadership Exchange

☐ Fall 2021 released Sept. 2021 (insertion order due by August 30; art due by September 10)
☐ Winter 2022 released Dec. 2021 (insertion order due by November 1; art due by November 12)
☐ Spring 2022 released Feb. 2022 (insertion order due by January 24; art due by February 4)
☐ Summer 2022 released June 2022 (insertion order due by May 6; art due by May 20)

Ad Options

☐ Half page horizontal $1600____
☐ Full page $2540_____ 
☐ Front face page $3150______
☐ Table of Content face page $3150_____
☐ Pres. Letter face page $3150________
☐ Cover 2 (inside front) $4200_____ 
☐ Cover 3 (inside back) $4200_____

Upgrades and Additional Digital Options

☐ Leaderboard $5000____
☐ Bottom Banner $3000_____ 
☐ Table of Contents $2600_____ 
☐ Blow-in (Pop up) Call for pricing _____
☐ Sponsored New Issue Email $4000_____ 
☐ Full Page Hyperlink $ 300_____ 

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Retargeting
- 1 month - 30,000 impressions $1750
- 2 months - 65,000 impressions $2750
- 3 months - 100,000 impressions $3500

Email Advertising
NASPA Weekly Updates
- Per Week $900
- Per Month (4 weeks) $3000

NASPA Virtual Conference Attendee Emails
- Per Week $2000

EVENTS I AM INTERESTED IN ADVERTISING:
- Annual Conference
- Strategies Conferences
- Conferences on Student Success in Higher Education
- NASPA Institute for New Vice Presidents for Student Affairs
- College Autism Summit
- Women’s Leadership Institute
- Leadership Educators Institute
- NASPA Symposium on Military-Connected Students
- Other:

Contact: Kristie Jacobsen Jerde | 218-280-7578 | Kjerde@naspa.org
PAYMENT INFORMATION

Company/Organization: ________________________________________________________________

Name/Title: __________________________________________________________________________

Phone Number: _________________________________________________________________________

Email: _________________________________________________________________________________

Mailing Address: ________________________________________________________________________

City: ______________________________ State: _______________________________________________

Zip Code: ____________________________________

Website: _____________________________________

Payment type:

☐ Check (made payable to NASPA) Please send to: NASPA, 111 K Street NE, 10th Floor; Washington, DC 20002

☐ Credit Card (If you are paying by credit card, you will receive a link with your invoice to pay.)

Total amount: $_______

As an agent of my company/organization I agree to pay for the above noted advertising:

Agent’s Signature__________________________________________________________

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ADVERTISING GUIDELINES

1. Advertising will be accepted on a first-come, first-served basis.

2. In the event of non-payment, the 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.