



NASPA® DIGITAL ADVERTISING 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). Return form and all artwork to: Kristie Jacobsen Jerde, Assistant Director, Advertising and Exhibits, kjerde@naspa.org, (Phone) 218-280-7578, E-Fax: 202-204-8443

DIGITAL LEADERSHIP EXCHANGE ISSUES

Fall 2020 - released Sept. 2020 (insertion order due by August 10; art due by August 24)

Spring 2021 - released Feb. 2021 (insertion order due by December 20, 2020 art due by January 8)

Winter 2021 - released Dec. 2020 (insertion order due by October 20; art due by November 15)

Summer 2021 - released June 2020 (insertion order due by May 1; art due by May 15)

Full Year - 4 issues (20% discount available)

PRICING:

LEADERSHIP EXCHANGE

- Half page island \$1600
- Half page horizontal \$1600
- Full page \$2540
- Front face page \$ 3150
- Table of Contents face page \$3150
- Pres. Letter face page \$3150
- Cover 2 (inside front) \$4200
- Cover 3 (inside back) \$4200

UPGRADES TO THE LEADERSHIP EXCHANGE

- Blow-ins (Pop-ups) call for pricing
- Top banner ad \$5000
- Bottom banner \$3000
- Table of content banner \$2600
- Two page cover \$4000
- Sponsored new issue email \$4000
- Full Page Hyperlink \$300

NASPA WEEKLY COMMUNITY UPDATE (E-NEWSLETTER)

- \$3000 per month (4 weekly emails)
- \$900 per week

EVENTS I AM INTERESTED IN SPONSORING:

- 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:

PAYMENT INFORMATION:

Onsite Contact Name/Position: _____

Organization Agent for: _____

Telephone: _____ E-Mail Address: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Payment type:

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

Credit Card

Total amount: \$ _____

If you are paying by credit card, you will receive a link with your invoice to pay.

NASPA® AD SPECIFICATIONS

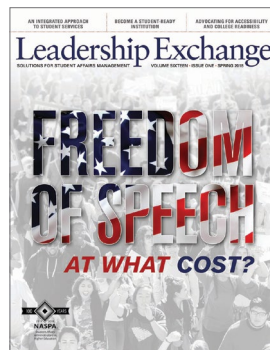
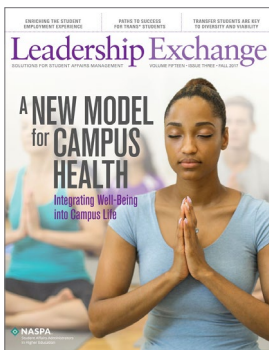
LEADERSHIP EXCHANGE

DIGITAL FILE PREPARATION

- Send a **press-optimized PDF only**. Send one file only. PDFs must be in PDF/X-4 compliant.
- All fonts and photos must be embedded. Photos should be at least 300 DPI. **All color within an ad should be CMYK or grayscale**, not RGB or Pantone.
- For files created in a vector-based format such as Adobe Illustrator, **convert all fonts to outlines** before generating the PDF.
- For files created in Adobe Photoshop, **all type should be rasterized** before generating the PDF.
- For full-page ads **WITH BLEEDS**, **cropmarks must fall OUTSIDE** of .125" bleed area.

COLOR AND RESOLUTION

- All color files must be submitted in CMYK format, not RGB or Pantone colors.
- All photos within your document must be scanned or saved at 300 dpi.
- All line art should have a resolution of 1200 dpi.



AD SIZES



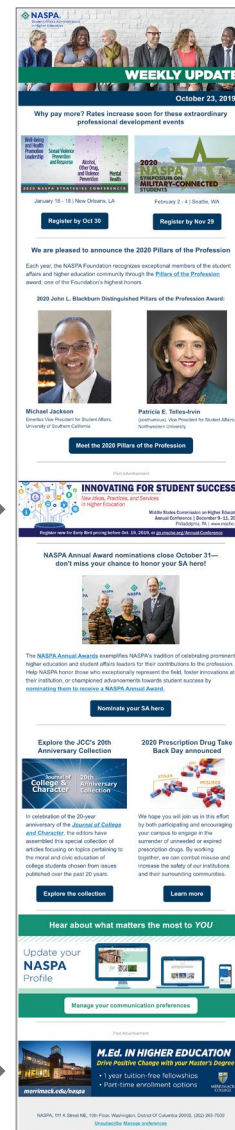
Page Trim Size 8.5" w x 11" h

- a Full-page with bleed**
8.75" w x 11.25" h
Live area: 8" w x 10.5" h
- b Full-page**
8" w x 10.5" h

- c Half-page horizontal**
8" w x 5" h
- d Half-page Island**
4.625" w x 7.375" h

NASPA WEEKLY COMMUNITY UPDATE (E-NEWSLETTER) AND NASPA LARGER EVENT REGISTRANT EMAILS

- Artwork is accepted as PDF, PNG, or JPG files.
- The final banner width is 600 pixels, and ads are requested at a minimum width of 1800 pixels and at full resolution for the best results. The maximum banner height is 450 pixels at the 1800 ratio.
- Animated ads are not supported.
- Tracking codes may be employed.
- Please remit hyperlinks with artwork.





NASPA® 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.