



NASPA[®]

Student Affairs Administrators
in Higher Education

EXPAND
YOUR BRAND.
BROADEN
YOUR REACH.

**2023-2024 Digital
Media Kit**

Maximize your presence
with trackable and
quantifiable digital exposure.



DIGITAL ADVERTISING OPPORTUNITIES

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.

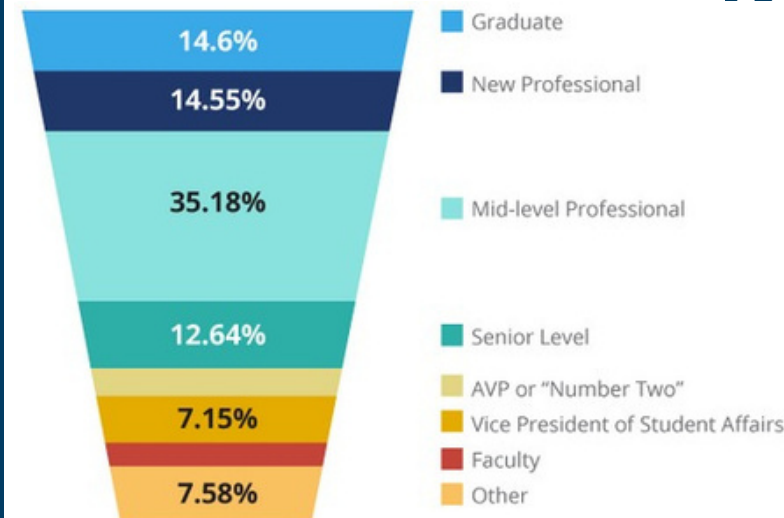
Spending Power



"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.

MEMBERSHIP BREAKDOWN



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 engagement
Student media
Title IX
TRIO / educational opportunity
Veterans' services
Wellness programs
Women's center



Website

of Annual visitors:
~600,000 users

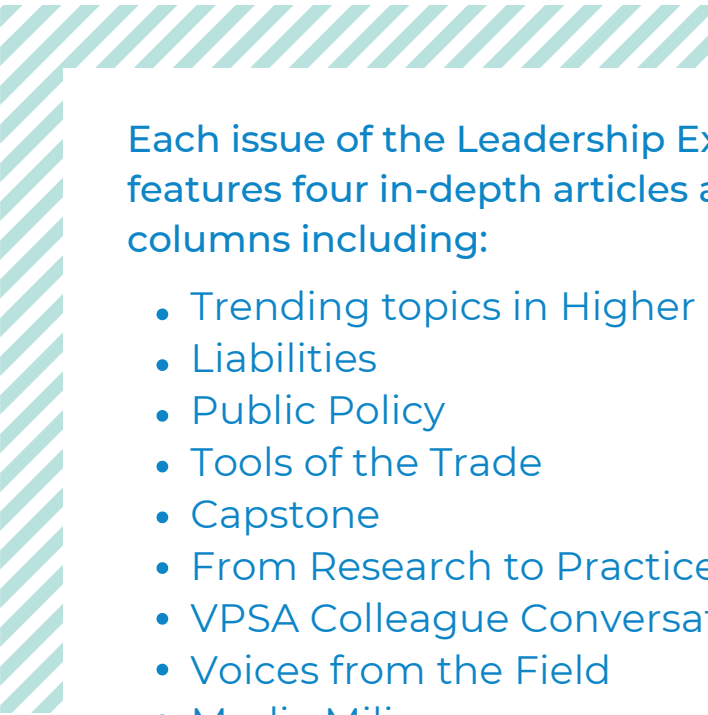


E - news

of E-newsletter
Subscriber:
~30,000 subscribers

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.

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

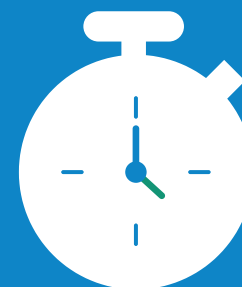
- More than 13,000 NASPA members have access to the new digital edition and app version, which includes a fully searchable archive
- Upgrades are a UNIQUE and EXCITING way to inform and educate readers about your company's products and services

Stats



Views

110,242 total views of all content

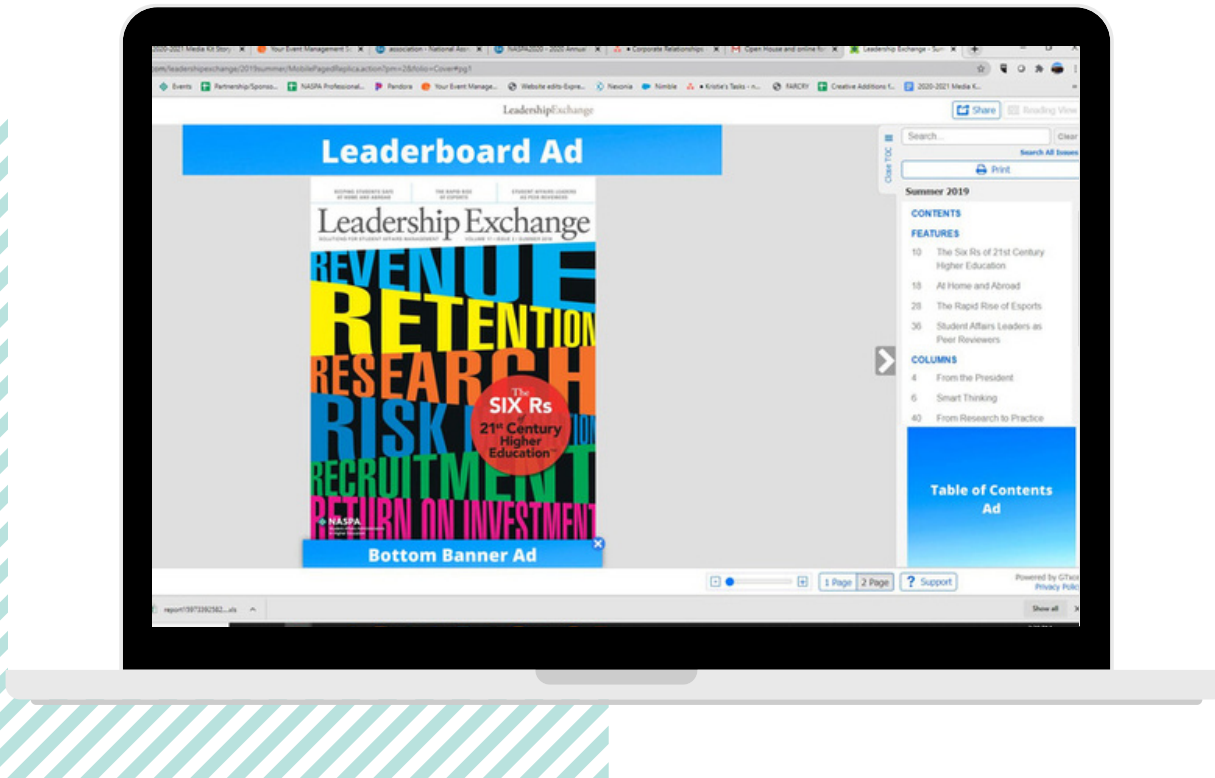


Duration

Avg. reading duration per reader by pages:
12.6 mins

There are two options for the reader's convenience:

Digital Edition



App Edition

Ad Specifications for Leadership Exchange

Ad Options	Ad Specs	Price	Format
Half Page Horizontal	8"W X 5"H	\$1600	PDF
Full Page	8"W X 10.5"H	\$2540	PDF
Front Face Page	8"W X 10.5"H	\$3150	PDF
Table of Contents	8"W X 10.5"H	\$3150	PDF
President's Letter Face	8"W X 10.5"H	\$3150	PDF
Page Inside Front Page	8"W X 10.5"H	\$4200	PDF
Inside Back Page	8"W X 10.5"H	\$4200	PDF
Two Page Cover	8"W X 10.5"H	\$5000	PDF
Leaderboard	960x90 728x90 320x50	\$5000	.png
Bottom Banner	960x90 728x90 320x50	\$3500	.png
Table of Contents	300x250 320x50	\$2000	.png

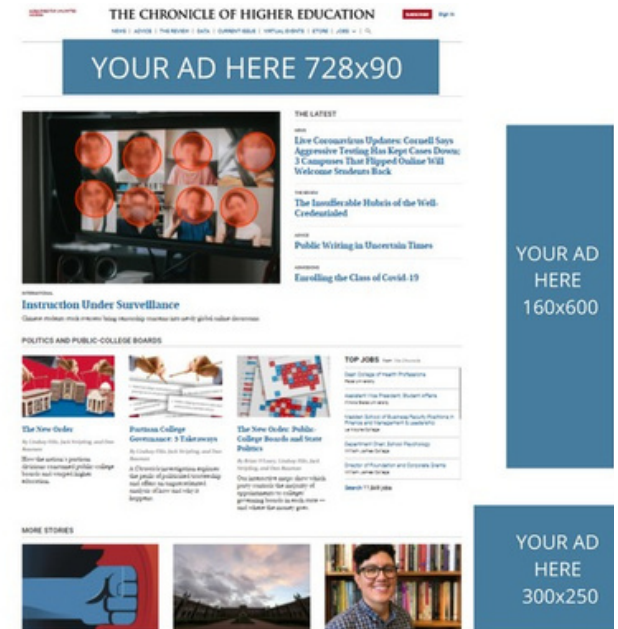
RETARGETING ADVERTISING

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.



*ads are placed and enlarged for effect



Website

of Annual visitors:
~600,000 users

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

RETARGETING ADVERTISING

SMALL

Impressions: 30,000

Duration: 1 Month

Price: \$3,500

MEDIUM

Impressions: 65,000

Duration: 2 Months

Price: \$5,500

LARGE

Impressions: 100,000

Duration: 3 Months

Price: \$7,000

All sizes include:

Leaderboard 728x90

Square
Pop-Up
300x250

Wide
Skyscraper
160
x
600

Ad Sizes & Specs

.jpg or .gif static images only; no
flash ads



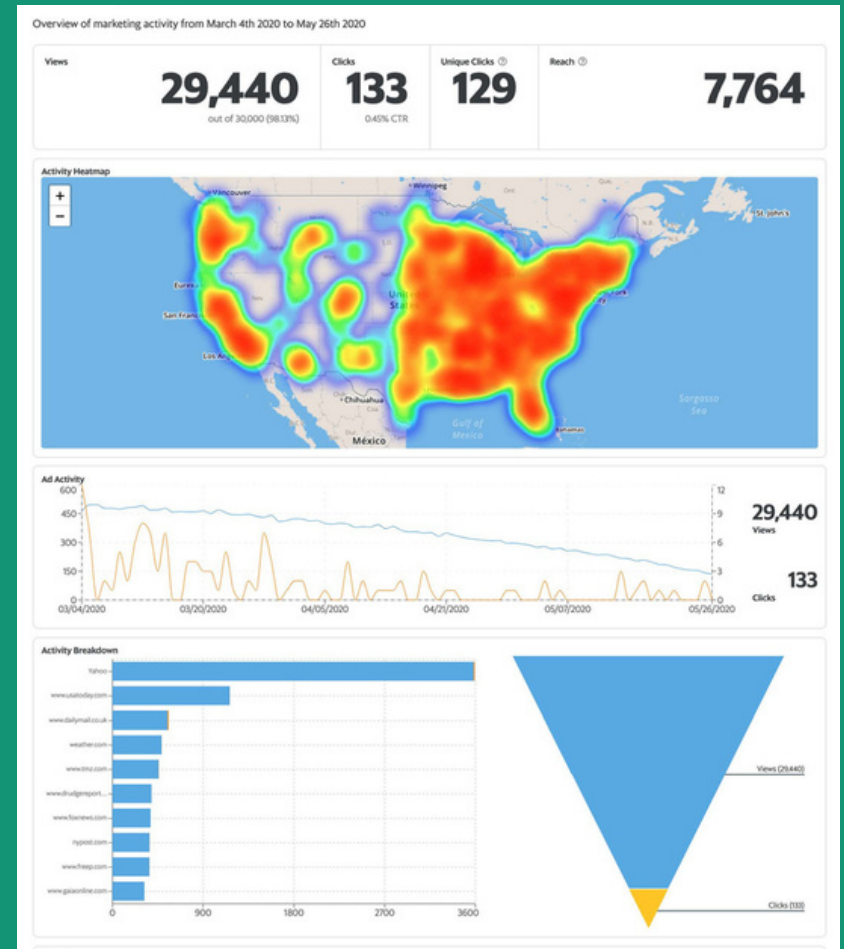
NASPA

Student Affairs Administrators
in Higher Education

QUANTIFIABLE RESULTS WITH



Receive detailed reports that allow you to see your campaign results in including impressions, clicks, and geographical locations of ads served.



BANNER ADVERTISING

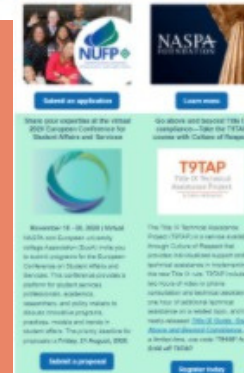
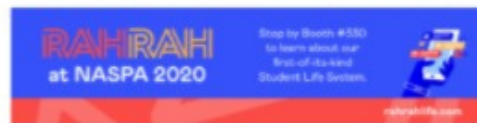
NASPA offers two opportunities to directly advertise to our members and broader audience via email banner ads.

- 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 2024 NASPA Annual Conference banner ads enables you to connect with thousands of attendees at our annual 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. Select opportunities to specifically target vice presidents is also available in this format.

Sample of the banner ads



Post advertisement



Post Advertisement



BANNER ADVERTISING

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

NASPA Weekly Update

Ad Options	Ad Specs	Format	Price
Per Week (1)	<ul style="list-style-type: none">The final banner size is 600px by 150px, and ads are requested at a minimum width of 1200px by 300px.	PNG or JPG	\$1,100
Per Month (4)	<ul style="list-style-type: none">Animated ads are not supported.Tracking UTM codes may be employed.		\$3,600

NASPA Annual Conference Attendee Emails

Per Week	<ul style="list-style-type: none">The final banner size is 600px by 150px, and ads are requested at a minimum width of 1200px by 300px.Animated ads are not supported.Tracking UTM codes may be employed.	PNG or JPG	\$3,000
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Please remit hyperlinks with artwork.

PODCAST ADVERTISING

NASPA's podcast, *SA Voices From the Field*, shares the voices and stories of student affairs professionals from around the world and provides practical advice for industry practitioners.

Past Topics Include:

- International Perspectives on Student Affairs
- Higher Education Legislation and Public Policy
- Technology and Higher Education
- Addressing Race On Campus
- Career Paths Within Student Affairs
- and more!

Upcoming Themes:

- Fall 2023: Progression of a Student Affairs Professional
- Spring 2024: TBD



DOWNLOADS

75,137 plays of all podcast
content

PODCAST ADVERTISING

Advertising Opportunities:

\$500

- 30-second plug read by moderator before podcast begins.

\$1,000

- 30-second plug read by moderator before podcast begins.
- Wrap up recognition by moderator at the end of the podcast
- Logo on web site where the podcast lives

\$7,500

- All of the above, plus:
 - Opportunity to conduct a 5-7 minute podcast discussing a topic in the field through the lens as a thought leader in relevant topic within student affairs (approved by NASPA). May invite university partner as part of the discussion.

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.

READY TO GET STARTED?



SIGN UP HERE