

# NASPA Media Kit

- **Leadership Exchange**
- **Conference Event Program Guides**
- **NASPA Update (E-Newsletters)**
- **Mailing Lists**



## Inside this Media Kit:

- |       |                                     |
|-------|-------------------------------------|
| 2 - 7 | <b>Leadership Exchange</b>          |
| 8     | <b>Event Program Guides</b>         |
| 10    | <b>NASPA Update (E-newsletters)</b> |
| 11    | <b>Media Insertion Order Form</b>   |
| 12    | <b>Advertising Guidelines</b>       |

## » 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.



## » **Leadership Exchange Editorial Content**

---

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



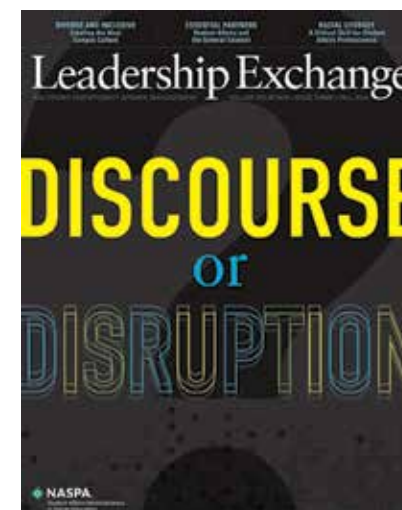
The magazine circulates to thousands of vice presidents of student affairs. Our readers include vice presidents of student affairs, deans of students, directors of housing, student activities administrators, fiscal officers, food service administrators, admissions officers, and recreation managers.

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

This means your ad will be accessible to more than 15,000 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

- 1,500 KEY DECISION MAKERS at colleges, universities, and community colleges receive *Leadership Exchange* in print
- 15,000-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!

Print Rates Per Issue		
Placement Type	Non-member	Corporate Member Single Issue
Cover 2 (inside front)	\$4,200	\$3,780
Cover 3 (inside back)	\$4,200	\$3,780
Cover 4 (back cover)	\$5,250	\$4,725
Front face page	\$3,150	\$2,835
Letter from president face page	\$3,150	\$2,835
Table of contents face page	\$3,150	\$2,835
Full page	\$2,540	\$2,290
Half page horizontal	\$1,270	\$1,100
Half page island	\$1,270	\$1,100
Quarter page	\$640	\$580

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  
 Kristie Jacobsen Jerde,  
 Advertising and Exhibits Coordinator,  
 at [kjerde@naspa.org](mailto:kjerde@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:** Kristie Jacobsen Jerde | Advertising and Exhibits Coordinator | [kjerde@naspa.org](mailto:kjerde@naspa.org) | 218-280-7578

## » Specifications

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

### SOFTWARE

The following software programs are supported:

- Adobe Acrobat
- Adobe InDesign
- Adobe Photoshop (saved as an EPS or TIFF)
- Adobe Illustrator (convert all type to outlines)

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).

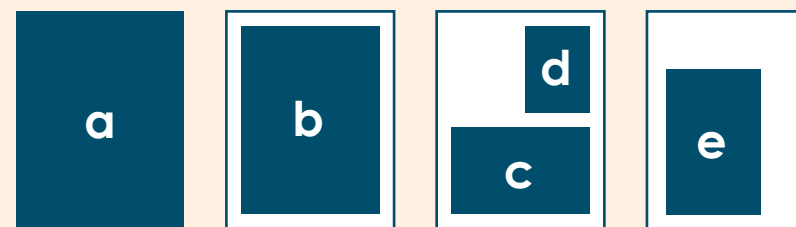
### SCANS

- 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
- Full-page w/Bleed Size: 8.75”w x 11.25”h (set bleed to .125” all around)
- Inks: 4/c process (no spot colors)
- Live area: 8” x 10.5” (no text within .25” of live area)
- 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



- |  |   |
|--|---|
| <p><b>a Full-page with bleed</b><br/>8.75”w x 11.25”h<br/>Live area:<br/>8”w x 10.5” h</p> | <p><b>c Half-page horizontal</b><br/>8”w x 5”h</p>  |
| <p><b>b Full-page</b><br/>8”w x 10.5”h</p>   | <p><b>d Quarter-page</b><br/>3.875”w x 5”h</p> <p><b>e Half-page Island</b><br/>4.625”w x 7.375”h</p> |

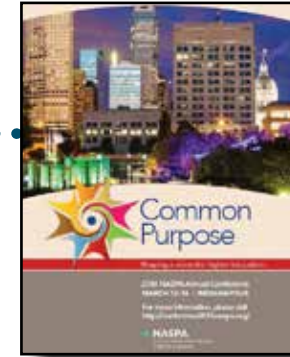
**Page Trim Size 8.5”w x 11”h**

Please send ad artwork to Kristie Jerde via e-mail  
at [kjerde@naspa.org](mailto:kjerde@naspa.org)

## » Event Program Guides

Is there a specific area within student affairs professionals that you want to reach? Take this advertising route to target 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 Strategies Conference, there are numerous program guide advertising opportunities to choose from. See media order form (page 11) for complete list.



### Event program rates (per conference program)

**1/2 Page Ad** - \$600

**Full Page Ad** - \$900

### 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" across x 10.5" high



## » Web Site Blog Advertising on www.naspa.org

The NASPA web site gets thousands of unique hits a month. Take the opportunity to post a web site blog promoting your product/service to student affairs professionals.

Advertising options that are available:

### NASPA About Us page

- 1 (2-week post) \$1,500
- 3 (2-week posts) \$3,000
- 6 (2-week posts) \$5,000

### Additional tagging of blogs to other NASPA web pages

(EX. Law and Policy, Multicultural, Veterans, etc)

- 1 (2-week post) \$1,000
- 3 (2-week posts) \$2,000
- 6 (2-week posts) \$3,000

Must sign up for home page in order to purchase additional tagging of blogs.

### Web Site Blog Specifications

1. Blog title.
2. Logo, 1:1 ratio, will be shrunk to 50x50.
3. Header image maximum of 950x350, displays as 566 x 209 within the post. Also displays cropped at 166 x 101 on blog feed (this is all a single image.)
4. The blog post content.
5. A link.
6. Optional additional image or ad that can be part of the blog post itself maximum 566 x 250, OR
7. Optional embedded YouTube clip.



## » NASPA Update (E-Newsletter)

NASPA has recently implemented 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 E-newsletter options are:

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

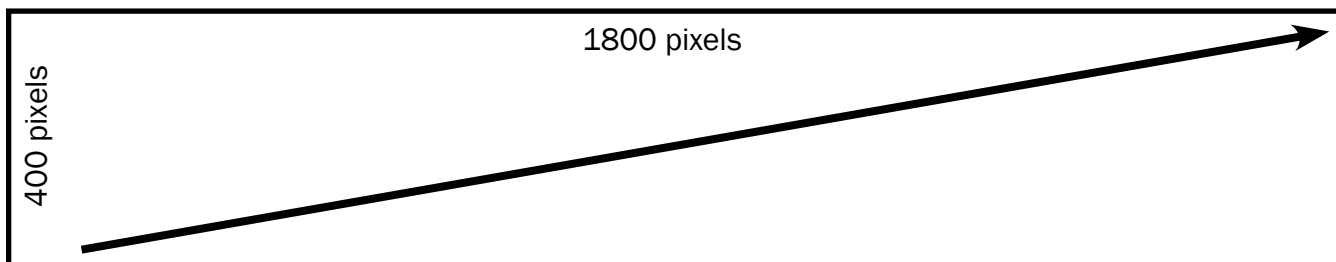
### e-newsletter rates

NASPA Update: \$2,500 for four (4) weekly updates (one month); \$750 for one week

Annual Conference: \$1,600 for two (2) Annual Conference E-Mails

### e-newsletter ad dimensions

**Banner:** Artwork should be 1800 pixels x 400 pixels. PNG files preferred. PDF and PDF accepted. No Flash files. No moving GIFs.



# » 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 30% for NASPA non-profit member organizations. **Return form and all artwork to: Kristie Jacobsen Jerde, Advertising & Exhibits Coordinator, kjerde@naspa.org, (Phone) 218-280-7578, E-Fax: 202-204-8443.**

## Leadership Exchange (PRINT)

- Fall 2018 - released Sept. 2018 (insertion order due by July 30; art due by August 10)
- Winter 2019 - released Dec. 2018 (insertion order due by October 15; art due by October 31)
- 100th Anniversary Special Issue (insertion order due by November 5; art due by November 19)
- Spring 2019 - released Feb. 2019 (insertion order due by December 17; art due by December 28)
- Summer 2019 - released June. 2019 (insertion order due by April 29; art due by May 10)
- Full Year - 4 issues (20% discount available)
  - Quarter page, \$640
  - Half page vertical, \$1,270
  - Half page horizontal, \$1,270
  - Full page, \$2,540
  - 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

*\*If you purchase a print ad of any size, that same size ad will automatically run in the digital version of the Leadership Exchange.*

## Leadership Exchange (DIGITAL upgrades\*)

- Fall 2018 - released Sept. 2018 (insertion order due by July 30; art due by August 10)
- Winter 2019 - released Dec. 2018 (insertion order due by October 15; art due by October 31)
- 100th Anniversary Special Issue (insertion order due by November 5; art due by November 19)
- Spring 2019 - released Feb. 2019 (insertion order due by December 17; art due by December 28)
- Summer 2019 - released June. 2019 (insertion order due by April 29; art due by May 10)
- 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**

## E-NEWSLETTER

Location:  Bottom Banner  Middle Banner

- NASPA Update (4 weekly emails)  \$2,500 per month  \$750 per week
  - January  February  March  April
  - May  June  July  August
  - September  October  November  December
- NASPA Annual Conference E-Newsletter: to all registered attendees (2 e-mails) \$1,800

## EVENT PROGRAM GUIDES (PRINT)

- Half page horizontal, \$600
- Full page, \$900
- Annual Conference
- Strategies Conference
- Assessment and Persistence Conference
- Conference on College Men  Law and Policy Conference
- Multicultural Institute  Other

### Please reserve space for:

Name \_\_\_\_\_ Position \_\_\_\_\_ Organization \_\_\_\_\_ Agent for \_\_\_\_\_

Invoice Preference:  E-mail  Mail (Hardcopy)

### Send invoice to:

Name \_\_\_\_\_ Position \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mailing address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_

Name on Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CID \_\_\_\_\_  Visa  MasterCard  American Express

## » Advertising Guidelines

**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](http://www.naspa.org)

Advertising questions: [Kristie Jerde](mailto:kjerde@naspa.org)

| Asst. Director Advertising and Exhibits | [kjerde@naspa.org](mailto:kjerde@naspa.org) | 218-280-7578