

Media Kit

NACAC CONNECTS YOU TO

15,000 COUNSELING AND ENROLLMENT MEMBERS

7,500 CONFERENCE ATTENDEES

675,000 COLLEGE FAIR STUDENT AND PARENT ATTENDEES

FOR MORE INFORMATION ABOUT NACAC, VISIT

WWW.NACACNET.ORG/ABOUT

NACAC delivers the advertising benefit that fits your audience:

frequency

E-NEWSLETTER ADS

Hit NACAC member inboxes.

The *NACAC Bulletin* member newsletter is emailed to all members 22 times a year, and hosted on the website. *Today in College Admission*, emailed Tuesday and Thursday mornings, summarizes media coverage key to the college admission community.

longevity

PRINT ADS

Hit NACAC member mailboxes... and stay on their shelves.

The redesigned *Journal of College Admission* is NACAC's flagship publication. Mailed quarterly and online for member download, the *Journal* is also available to the public as a digital flip-book that includes live links to your website.

interaction

EXHIBIT

Meet NACAC members and the students they serve in person.

NACAC's national conference and National College Fairs guarantee exposure to more than 7,000 members and 650,000 students and parents.

recognition

SPONSOR

Show NACAC members you support their work.

Support one of NACAC's professional development events or college fairs and receive a package that includes recognition online, in publications, and on-site.

focus

MAILING LIST RENTAL

Target your audience.

Use NACAC member lists to market your products and services, conduct nonprofit research, or share professional information.

target

ONLINE EMPLOYMENT ADS

Target your dream employees.

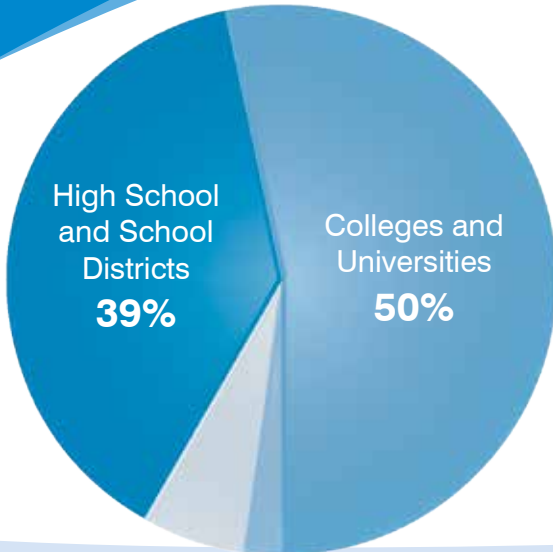
NACAC's Career Center is the go-to search tool college admission professionals. Post jobs directly to the appropriate applicant pool.

What is NACAC?

NACAC is an organization of more than **15,000** professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education.

NACAC MISSION

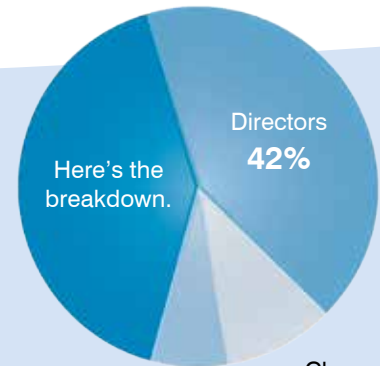
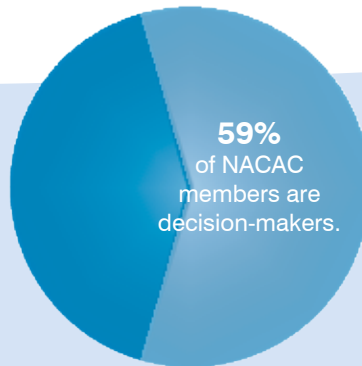
To support and advance the work of counseling and enrollment professionals as they help all students realize their full educational potential, with particular emphasis on the transition to postsecondary education. NACAC is committed to promoting high professional standards that foster ethical and social responsibility.



Independent, Graduate Students or Retired Counselors
7%

Organizations
4%

Who Makes Purchasing Decisions?



Program Managers
7%

Chancellors, Provosts, Deans, Vice Presidents
10%

NACAC Advertising Requirements

NACAC accepts advertising according to the following requirements:

- Advertisements are subject to the approval of NACAC. NACAC reserves the right to refuse ads that do not, in NACAC's determination, support NACAC's mission; comply with the Statements of Principles of Good Practice; are contrary to NACAC's public policies, positions, statements, or guidelines; or otherwise reflect unfavorably on NACAC.
- Acceptance of advertising does not indicate an endorsement by NACAC of the products or services promoted, the company or the claims made.
- Advertising deemed competitive to NACAC or its constituents may be rejected.
- Advertisers and their agents assume liability for the content of advertisements and will assume responsibility for all claims that may arise from their advertising.
- NACAC is not responsible for typographical errors or printing errors due to the improper formatting of the advertisement.
- The NACAC logo may not appear on websites as a logo or in any other form without prior written approval from NACAC or in accordance with NACAC policies for members.
- Once an advertising form is completed and submitted to NACAC, no refunds.

The Bulletin

NACAC's e-newsletter, the *Bulletin*, is available to **15,000** NACAC members. Published and emailed to members, the *Bulletin* keeps members abreast of the latest news in the profession and from the association.

- To place an advertisement, go to www.nacacnet.org/advertise.
- Refer to the Editorial Calendar below for closing dates.
- For more information, contact the *Bulletin* editor at bulletin@nacacnet.org.

SPECIFICATIONS AND RATES

All *Bulletin* ads can be full color, formatted to fit one of the following sizes:

HALF-SIZE AD

- 125 x 125 pixels
- Designed to accommodate logo

FULL-SIZE AD

- 125 x 250 pixels
- Designed to accommodate a logo/tagline

Insertions*	Total Cost	Insertions*	Total Cost
1	\$100	1	\$200
2	\$200	2	\$400
6	\$550	6	\$1,100
12	\$1,000	12	\$2,000
23	\$1,800	23	\$3,400

*All insertions are consecutive.

All ads are linked to the website of your choice.

Note: Artwork must be complete. Or, for a \$150 fee, NACAC can create the ad from provided text and graphics. Additional edits are not included in this fee.

ADVERTISE IN BULLETIN AND JOURNAL TO SAVE!

Order ads in both and save on your *The Journal of College Admission* ad:

Full page: \$100 off

Half page: \$75 off

Quarter page: \$50 off



2016 EDITORIAL CALENDAR DEADLINES

- November 11 (for Nov. 18)
- December 2 (for Dec. 9)
- January 7 (for January 13)
- January 20 (for January 27)
- February 3 (for February 10)
- February 17 (for February 24)
- March 2 (for March 9)
- March 16 (for March 23)
- March 30 (for April 6)
- April 13 (for April 20)
- April 27 (for May 4)
- May 11 (for May 28)
- May 25 (for June 1)
- June 8 (for June 15)
- July 6 (for July 13)
- August 3 (for August 10)
- August 17 (for August 24)
- August 31 (for September 7)
- September 12 (for September 19, Special Monday Edition!)
- September 28 (for October 5)
- October 12 (for October 19)
- October 26 (for November 2)
- November 9 (for November 16)
- November 30 (for December 7)

Today in College Admission

Today in College Admission summarizes key media coverage relevant to NACAC members in four sections: Leading the News, NACAC in the News, Higher Education News, and Policy and Legislation.

The briefing is delivered to more than **15,000** members on Tuesday and Thursday at 9AM EST, making *Today in College Admission* a cost-effective, immediate, and powerful advertising tool.

For more information about advertising in *Today in College Admission*, visit go.bulletinmedia.com/nacac/2015mediakit.



STATS

US Circulation: 13,000

Daily Open Rate: 49%

Delivery Rate: 99%

Frequency: Tuesdays and Thursdays

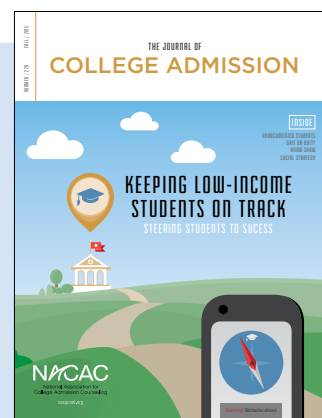
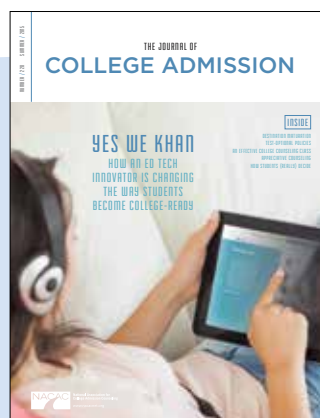
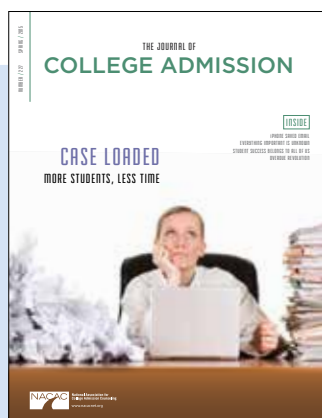
RATES

Sponsorship	Ad Position	13 Weeks	26 Weeks	52 Weeks
Leading the News	1 & 4	\$14,300	\$24,310	\$36,465
NACAC in the News	2	\$9,653	\$16,409	\$24,614
Higher Education News	3	\$7,722	\$13,127	\$19,691

The Journal of College Admission

Mailed to more than **15,000** NACAC members quarterly, *The Journal of College Admission* supports and advances the work of the association and professionals, offering news, data and tips. NACAC also publishes the *Journal* online (available to the public) with live links to advertisers' website which has 75,000 views per issue.

- To place an advertisement, go to www.nacacnet.org/advertise.
- The deadlines to submit ads to the *Journal* are as follows:
 - Winter: November 1
 - Spring: February 1
 - Summer: May 1
 - Fall: August 1
- For more information, contact the *Journal* editor at journal@nacacnet.org.



SPECIFICATIONS AND RATES

Journal ads are printed in four-color, formatted to one of the following sizes:

AD SPECIFICATIONS:

- Full page: 8.5 x 11" with .125" bleeds
- Half Page: 7.5 x 4.75"
- Quarter Page: 3.5 x 4.75"

Frequency	One issue	Two issues*
Full page	\$3,000	\$2,500 each
Half page	\$1,500	\$1,250 each
Quarter page	\$750	\$500 each

*All insertions are consecutive.

Artwork must be submitted as a high-resolution file (300dpi) PDF. Artwork must be complete (including bleeds, if applicable) and in the correct size/resolution (no printer's marks) and fonts outlined or image flattened. If files are submitted incorrectly, the client is responsible for any related printer's fees.

ADVERTISE IN BULLETIN AND JOURNAL TO SAVE!

Order ads in both and save on your *The Journal of College Admission* ad:

- Full page:** \$100 off
- Half page:** \$75 off
- Quarter page:** \$50 off

National Conference

NACAC's national conference brings together more than **7,000** admission counseling professionals for three days of professional development training, networking, governance meetings, receptions, and other social events.

EXHIBITING gives you the opportunity to gain face-to-face access to thousands of decision-makers in college admission.

- To purchase an exhibit booth, review the rates and specifications and fill out an exhibit space application.

Exhibit Booth Pricing and Details (per 10'x10' booth space)	
\$2,000	Premium Booth
\$1,800	Upgrade Booth
\$1,600	Standard In-Line Booth

- Other exhibitor marketing and advertising opportunities include advertising packages, attendee mailing lists and exhibitor presentations.

Advertising Packages	Mailing List*	Price (Discounted for Exhibitors)
Tab Ad	One-Time Use	\$2,250
Full Page Ad	One-Time Use	\$1,750
Half Page Ad	One-Time Use	\$1,250
Exhibitor Presentations		Price
45-Minute	In-Depth Demonstration	\$2,500
Includes signage, head table, podium, microphone, LCD projector, and screen		

- For more information, contact exhibits@nacacnet.org or visit www.nacacconference.org for rules and regulations and the floor plan.

SPONSORSHIP OPPORTUNITIES enhance your visibility at NACAC's National Conference. Your brand is included in conference publications, on meeting signage, at the general session, on NACAC's website, and more!

- For more information, contact sponsorships@nacacnet.org.
- Detailed descriptions of all national Conference sponsorship opportunities are at www.nacacconference.org.

PLATINUM LEVEL (\$50,000)

Imagine Fund Scholarship

GOLD LEVEL (\$25,000 – \$49,999)

Conference Wi-Fi
Mobile App
Padfolio
Shuttle Bus Service
Welcome Reception
Headshot Lounge
Exhibit Hall Refreshment Breaks

SILVER LEVEL (\$15,000 – \$24,999)

Conference Social
Registration Area
Counselors' Preview Day
Luncheon
Meet Your Match Game
Hotel Keycards
Mobile Device Recharge Station
Water Bottles
Student Essay Scholarship
Counselor's College Fair

BRONZE LEVEL (\$2,500 – \$14,999)

Access College Fair
Adhesives/window clings
Chief Enrollment Officers' Forum
Pre-Conference Program
Conference Notepads
Exhibit Hall Aisle Signs
Lanyards and Badge Holders
Conference Pens
Rising Star Awards

National College Fairs...

More than **675,000** students and parents attend NACAC's National College Fairs to interact with college admission representatives and seek information about colleges, universities and other postsecondary options.

EXHIBITING allows you to meet with students and discuss all aspects of your institution: admission procedures, financial aid and more. Collect contact information to follow up with these students after the fair. Exhibiting opportunities are limited to colleges and universities. To purchase an exhibit booth, review the rates and specifications, then register online, visit www.nacacnet.org/college-fairs/exhibitor.

NATIONAL COLLEGE FAIRS

Booth Price

Member	\$590
Nonmember	\$790

Visit nationalcollegefairs.org for pricing information for Performing and Visual Arts College Fairs; International Universities Fairs, and STEM College and Career Fairs.

SPONSORING National College Fairs increase your visibility among thousands of students searching for postsecondary options.

For \$2,000 sponsors will receive the following benefits:

- Exhibit booth in Resource Center
- Name/logo on entryway signage
- Listing on locators distributed on-site
- Logo and link on NCF website
- Option to offer a workshop *materials must be submitted with application

Sponsor today! Go to www.nacacnet.org/fairsponsorship for more information.



Mailing List Rental

Individuals, firms and agencies can request to rent NACAC mailing lists to market products and services, conduct nonprofit research and share professional information. You can purchase the entire list, or specify college/university or secondary school members. Special selections are also available, including national conference registrants.

- For details, visit www.nacacnet.org/advertising or contact dmtcenter@nacacnet.org.

Online Employment Ads

NACAC's Career Center, www.nacacnet.org/career-center, is a respected online resource for college admission professionals.

- Ads start at \$375 for members and \$475 for non-members.
- To place your online employment ad, complete the online registration form.
- Payment can be made by credit card or PayPal.
- For more information about placing a job ad on the NACAC site, call 888.491.8833 ext. 2243.

frequently asked questions

WHAT PERCENTAGE OF NACAC MEMBERS WORK IN SECONDARY VERSUS POSTSECONDARY SCHOOLS?

Of NACAC's more than 15,000 members, approximately 52 percent are from colleges or universities; 34 percent are from secondary schools; and 14 percent are independent counselors, retired members and nonprofit organizations/agencies.

DO I HAVE TO BE A NACAC MEMBER TO ADVERTISE?

No, advertising is not restricted to NACAC members. However, all ads must be of professional relevance to NACAC members and are subject to approval.

I AM A NACAC MEMBER. DO I RECEIVE A DISCOUNT?

Members receive reduced rates on job ads. View ad rates and packages at careers.nacacnet.org/rates.

HOW DO I SUBMIT MY AD FOR THE JOURNAL OR BULLETIN?

Email your ad to the corresponding contact: journal@nacacnet.org or bulletin@nacacnet.org.

HOW DO I SUBMIT MY AD FOR TODAY IN COLLEGE ADMISSION?

Contact Bulletin Media at 703.483.6158 or email kgundersen@bulletinmedia.com.

WHAT AD FILE FORMATS ARE ALLOWED?

For the *Journal*, submit high-resolution PDF or EPS files. For the *Bulletin*, send GIF files.

ARE NACAC ADS NET OR GROSS?

All NACAC ads are net. There are no agency discounts.

WILL NACAC HELP ME CREATE MY AD?

Yes, NACAC staff members can help you create your ad for the *Bulletin* or *Journal* for a charge of \$150 with the text and graphics you provide, additional edits not included. If you need help with your ad, contact the editor well in advance of the ad deadline.

WHEN DO I PAY FOR MY AD?

All advertising orders must be prepaid.

HOW DO I KNOW IF MY ONLINE JOB AD WAS SUBMITTED?

When you submit your job ad it posts ASAP. You receive a confirmation page with a copy of your bill via email. Print the page for your records. If you have questions, call 888.491.8833 ext. 2243.

WILL NACAC CORRECT MY TYPOS OR OTHER ERRORS?

NACAC makes every effort to contact advertisers about potential problems. However, we are not responsible for typographical errors, printing errors due to the improper formatting of the advertisement, or incorrect information.

QUESTIONS? EMAIL ADVERTISING@NACACNET.ORG.