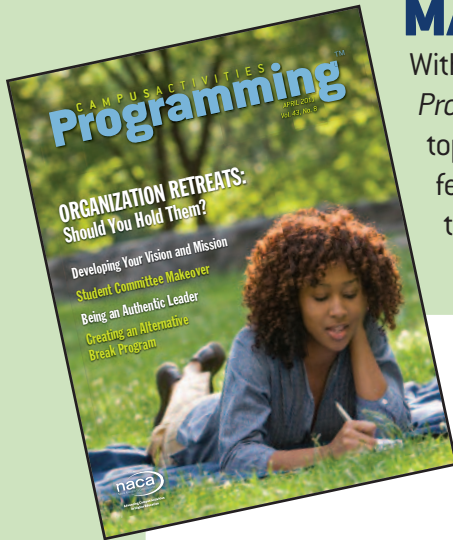




# 2011/2012 ADVERTISING OPPORTUNITIES

Advancing Campus Activities  
in Higher Education



## MAGAZINE ADVERTISING

With circulation of nearly 2,000 and eight issues a year, *Campus Activities Programming™* magazine is the leading industry magazine for our readers to stay on top of issues and topics in the campus marketplace industry. Our full-color publication features news and articles written by both school and associate members. Article topics ranging from the campus activities industry, housing, diversity programs, orientation, student entertainment to greek life and big event planning.

### Campus Activities Programming™ magazine

#### Ad Size (all ads are full color)

2-Page Spread	\$2275
Full Page	\$1400
1/2 Page	\$750
1/4 Page	\$375
<b>NEW</b> Insert (advertiser provides item)	\$750

## NATIONAL CONVENTION PROGRAM

Each year, over 2,000 students and advisors from schools across the country attend NACA's National Convention to get a peek at what our associate members have to offer. As they enter the event, each attendee is given a *Convention Program*, which features detailed information on Convention showcases, educational sessions, special events and more. The *Program* is the delegates' full-color guide to the entire four-day event.

### Convention Program

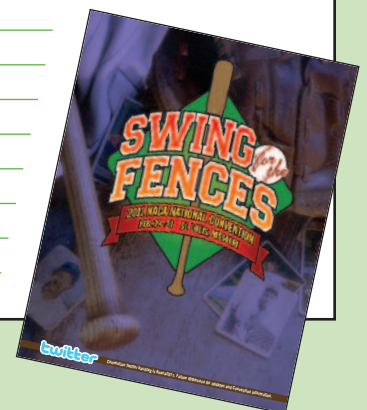
#### Ad Size/Location (all ads are full color)

Inside Front Cover	\$1675
Inside Back Cover	\$1600
Back Cover	\$1750
Full Page	\$1400
1/2 Page	\$750
1/4 Page	\$375
2-Page Spread	\$2275
Attendee Bag Insert	\$1000

**15% PREMIUM FOR SPECIAL PLACEMENT**

## Deadlines

Issue/Theme	Reservation/Art/Payment Deadline
Back to School 2011 (August): Getting Down to the Business of Campus Activities	June 17
September 2011: Financing Campus Activities	July 14
October 2011: Technology, Social Media & Other Trends	Aug. 5
November/December 2011: A Happy & Healthy Campus Environment	Sept. 22
Jan/Feb 2012: Convention Preview	Nov. 9
Convention Program	Jan. 9
March 2012: TBD	Jan. 12
April 2012: TBD	Feb. 3
May 2012: TBD	March 5



## ADVERTISING DISCOUNTS based on years of membership

- 5 to 9 Years**—5% off *Programming* or National Convention Program ads
- 10 to 19 Years**—10% off *Programming* or National Convention Program ads
- 20 to 24 Years**—15% off *Programming* or National Convention Program ads
- 25 Years or More**—20% off *Programming* or National Convention Program ads

\*Only one discount may be used at a time and not in combination with other offers.

# REGIONAL CONFERENCE PROGRAMS

Each fall NACA holds 6 regionally specific conferences (with the 7th held the following spring). This allows students and advisors to get a better understanding of the associates members in their region. At registration each attendee is given a Conference *Program*, which is a full play-by-play of the entire 3-day event. Although the majority of this publication is in black and white, we do have NEW color ad options available!

**\* 20% discount** on purchases of 4+ regional conference programs (excludes covers)

## Regional Conference Programs Rates:

Inside Cover—Color	\$625
Inside Back Cover	\$575
Back Cover—Color	\$625
Full Page—B&W	\$375
Half Page—B&W ( <i>horizontal only</i> )	\$275
Attendee Bag Inserts ( <i>limit 3 per region</i> )	\$450 ( <i>advertiser provides inserts</i> )

## NEW Additional Full Color Ads (*limited space available*)

Color Center Spread	\$900
Color Full Page	\$600
Color Half Page	\$500
Color Quarter Page	\$375

## Regional Conference Programs Deadlines:

Region	Ad Contract Deadline
NACA Mid Atlantic	Aug. 5
NACA South	Aug. 9
NACA Central	Aug. 16
NACA Mid America	Aug. 30
NACA West	Sept. 6
NACA Northeast	Sept. 13
NACA Northern Plains	Jan. 24
NACA Mid Atlantic Festival	Jan. 31

*15% premium for special placement (including pages facing Schedule)*

*\*Discounts do not apply to covers or color ads*

## NACA Online Advertising Specifications

### 2011 Regional Conference Portals

Each regional conference web page will feature a rectangle ad space located on the home page of the portal.

### Specifications

**Size:** 180px X 150px

### Accepted Formats:

.jpg, .png, .gif, .swf\*

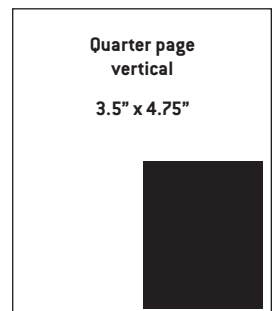
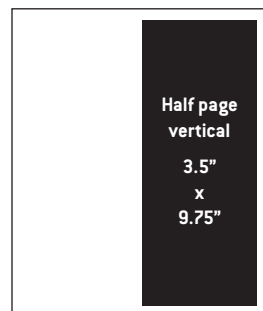
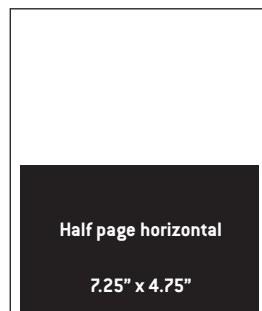
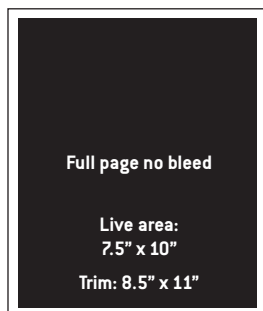
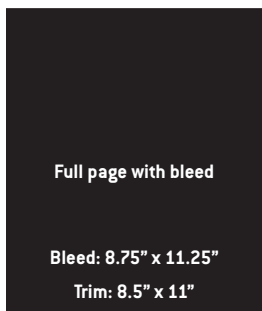
\*.swf files cannot include sound, and any included hyperlinks must be set to open in a new window (target="\_blank")

### Approval

All ads must first be approved by NACA before being published online.



## Ad Dimensions Available in NACA Publications



**2-Page Spread: Bleed: 17.5" x 11.5" Trim: 17" x 11"**

NOTE: Northern Plains and the Mid Atlantic Festival use smaller sizes; check with Jason Jeffers before submitting artwork.

Artwork should be e-mailed to [traceyp@naca.org](mailto:traceyp@naca.org) or submit via NACA's FTP site: [ftp.naca.org](ftp://ftp.naca.org) username: **regions** password: **plumtruck75!**

*Please make sure all artwork submitted is at least 300 DPI (dots per inch) and color ads are in CMYK format. Acceptable file formats are PDF, JPG, TIFF and EPS. We prefer files encoded for Macintosh. If you have any artwork questions, please contact Jason Jeffers at [jasonj@naca.org](mailto:jasonj@naca.org).*