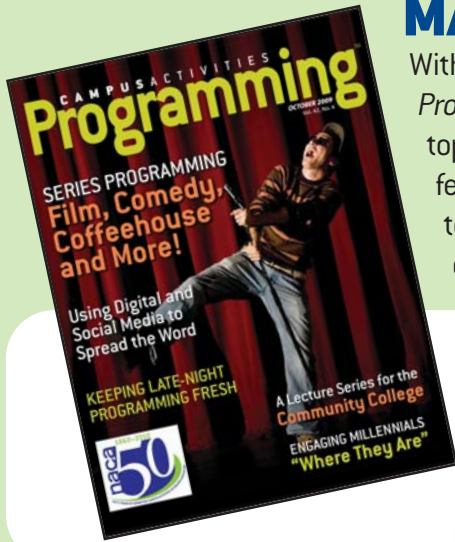




2010/2011 ADVERTISING OPPORTUNITIES

Advancing Campus Activities
in Higher Education



MAGAZINE ADVERTISING

With circulation of more than 3,000 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 Activities industry. Our full-color publication features news and articles written by both school and associate members. Articles 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	\$2250
Full Page	\$1375
1/2 Page	\$725
1/4 Page	\$350

NEW 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	\$1650
Inside Back Cover	\$1580
Back Cover	\$1900
Full Page	\$1375
1/2 Page	\$725
1/4 Page	\$350
2-Page Spread	\$2250
Attendee Bag Insert	\$600

15% PREMIUM FOR SPECIAL PLACEMENT

Deadlines

Issue/Theme	Reservation/Art/Payment Deadline
Back to School 2010: NACA's 50th Anniversary/Back to School Basics	June 18
September 2010: Traditional and Not-so-Traditional Programming	July 14
October 2010: Technology in Campus Activities	Aug. 6
November/December 2010: Diversity, Multiculturalism and Special Populations	Sept. 22
Jan/Feb 2011: National Convention Preview/Event Production and Marketing	Nov. 9
Convention Program	Dec. 22
March 2011: Advising/Assessment	Jan. 12, 2011
April 2011: Retreats, Transitions and Planning	Feb. 4, 2011
May 2011: New Professionals	March 4, 2011



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	\$600
Inside Back Cover	\$550
Back Cover—Color	\$600
Full Page—B&W	\$350
Half Page—B&W (<i>horizontal only</i>)	\$250
Attendee Bag Inserts	\$400 (<i>advertiser provides inserts</i>)
NEW Additional Full Color Ads (<i>limited space available</i>)	
Color Center Spread	\$900
Color Full Page	\$600
Color Half Page	\$500
Color Quarter Page	\$350



Regional Conference Programs Deadlines:

Region	Ad Contract Deadline
NACA South	July 28
NACA Mid Atlantic	Aug. 4
NACA Mid America	Aug. 18
NACA Central	Aug. 25
NACA Northeast	Sept. 1
NACA West	Sept. 8
NACA Northern Plains	Feb. 16

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

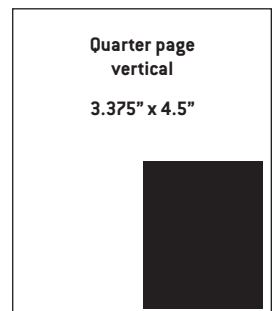
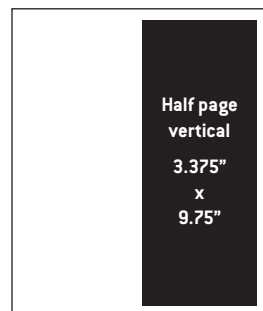
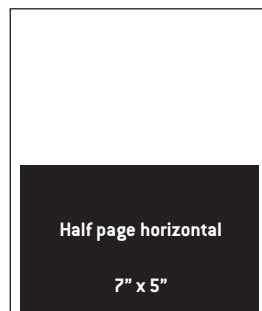
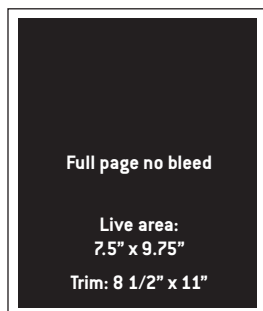
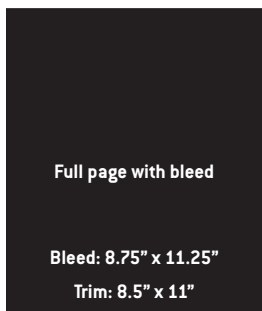
*Discounts do not apply to covers or color ads

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.

Ad Dimensions Available in NACA Publications



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

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