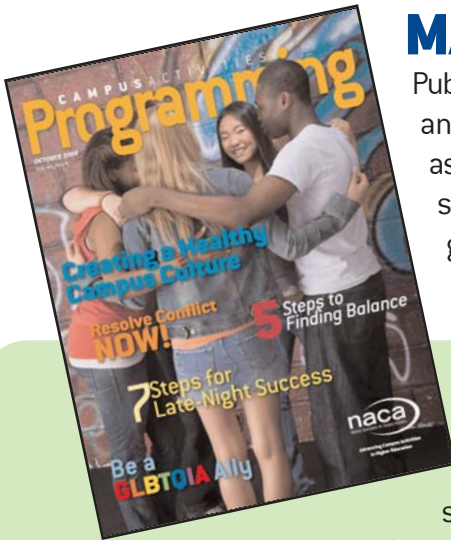




2009-2010 ADVERTISING OPPORTUNITIES

Advancing Campus Activities
in Higher Education



MAGAZINE ADVERTISING

Published eight times a year, *Programming* is a full-color publication featuring news and articles about campus activities, including articles written by both school and associate members. With a circulation of more than 3,000, *Programming's* readership includes staff and students from campus activities, housing, diversity programs, orientation, student entertainment and Greek life.

(All ads full color)

NATIONAL CONVENTION PROGRAM

Each year, students and advisors from schools across the country attend NACA's National Convention. The *Convention Program*, which is distributed on site, features detailed information on Convention showcases, educational sessions, special events and more. The *Program* is the delegates' guide to the entire four-day event.

2010 Convention Package:

* Buy an ad in the *Convention Program* and an ad in the *Convention Preview* and get 20% off. *(All ads full color)*

DIGITAL ADVERTISING

Enewsletter ad: \$300 for one issue *(newsletter is sent out twice a month)*

Choose from **NACA Event Enews** (approx. 2,900 staff & students), **Professional Staff Enews** (approx. 1,500 staff) or **Student Enews** (approx. 1,400 students)

The staff and student enews contain articles relating to campus activities programs and news. The Event Enews contains NACA event information and deadlines.

Web Site Ads: \$750 for 30 days *(you choose the page; subject to availability)*

30 Day Ads available as a Top Page Banner (\$750) or Bottom Page Rectangle (\$550)



2009-2010 Ad Rates

Rates are good for *Programming Magazine* and the *National Convention Program*. All rates are net.

Programming Magazine

Convention Program

Ad Size		Ad Size/Location	
Spread	\$2250	Inside Front Cover	\$1650
Full Page	\$1375	Inside Back Cover	\$1580
1/2 Page	\$725	Back Cover	\$1720
1/4 Page	\$350	Full Page	\$1375
		1/2 Page	\$725
		1/4 Page	\$350
		Spread	\$2250

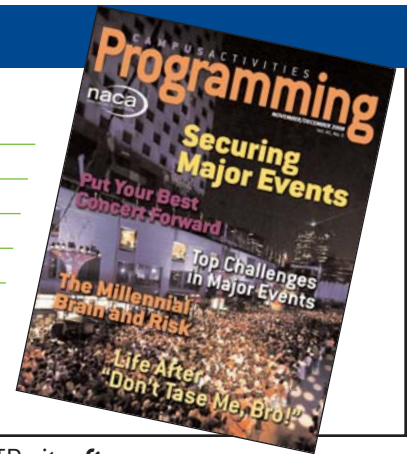
15% PREMIUM FOR SPECIAL PLACEMENT

* Discounts apply to purchases made at the same time. Only one discount may be used at a time.

Contact us today! Tracey Portillo | NACA Advertising Sales Representative | 803-732-6222, ext. 207 | traceyp@naca.org | www.naca.org

Deadlines

Issue/Theme	Reservation/Art/Payment Deadline
August 2009: Back to School	May 30
September 2009	June 23
October 2009	July 28
November/December 2009	Sept. 8
Jan/Feb 2010: Convention Preview	Nov. 3
Convention Program	Dec. 19
March 2010	Jan. 12
April 2010	Feb. 12
May 2010: Convention Followup	Feb. 27



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

REGIONAL CONFERENCE PROGRAMS

Each of NACA's seven regional conferences produces conference programs, which provide another advertising opportunity. Each conference attracts students and their advisors from colleges and universities throughout the US. Regional conference programs are a great way to target your message to the region of your choice.

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
Inserts (<i>limit 3 per region</i>)	\$400 (<i>advertiser provides inserts</i>)

Regional Conference Programs Deadlines:

Region	Reservations/Art/Payment Deadline
NACA South	Aug. 7
NACA Mid Atlantic	Aug. 21
NACA Central	Aug. 28
NACA Mid America	Sept. 4
NACA Northeast	Sept. 11
NACA West	Sept. 18
NACA Northern Plains	Feb. 27

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

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

Ad Dimensions Available in NACA Publications

<p>Full page with bleed</p> <p>Bleed: 8 3/4" x 11 1/4"</p> <p>Trim: 8 1/2" x 11"</p>	<p>Full page no bleed</p> <p>Live area: 7 1/2" x 9 3/4"</p> <p>Trim: 8 1/2" x 11"</p>	<p>Half page horizontal</p> <p>7" x 5"</p>	<p>Half page vertical</p> <p>3 3/8" x 9 3/4"</p>	<p>Quarter page vertical</p> <p>3 3/8" x 4 1/2"</p>
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