PARTY & AMUSEMENT RENTALS
A GRADY FAMILY ENTERPRISE
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WE DELIVER, SETUP & OPERATE AT YOUR LOCATIONS!
Ziplines • Mobile Game Trailer • Carnival Rides • Tents, Tables, Chairs • Casino Attractions • Obstacle Courses and Much More!
MAKE YOUR STORY FILLED WITH FUN AND ADVENTURE!
TWO NEW ESCAPE ROOMS COMING DEC. 2019

THE NEW NORMAL: Schools and Associates Adapt to COVID-19
Programming with a Mobile Activities Truck
An Open Letter to Black Women in Higher Education

naca.org
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MISSION
NACA empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities.

VISION
To create college communities where everyone belongs.

CORE VALUES
These core values are the fundamental beliefs that guide our behaviors and decision making process. As a recognized leader in higher education, we believe our professional values are vital to the advancement of the Association and the campus activities profession.

STEWARDSHIP
Make fair and strategic decisions about the use of Association resources with a focus not just on the particular program, but for the long-term health of the Association.

INNOVATION
Imagine and create new opportunities, improve experiences, and anticipate the needs of our members.

COMMUNICATION
Enhance relationships through the effective, efficient and timely exchange of information and ideas.

RESPECT
Commit to see and celebrate the unique value in ourselves, others and the Association.

LEARNING
Provide opportunities for the acquisition of knowledge, skills and competencies.

INCLUSIVITY
Create with intention, environments where all people can thrive and be successful.
NACA Conference Information

NACA® Live – a new national convention event experience

Feb. 12–16, 2022 • Kansas City, MO
Feb. 18–22, 2023 • Louisville, KY

2021–22 Conferences

NACA® Winston-Salem • Sept. 30–Oct. 2, 2021
NACA® Hartford • Oct. 28–30, 2021
NACA® Fort Wayne • Nov. 4–6, 2021
NACA® Spokane • Nov. 11–13, 2021
NACA® St. Paul • March 31–April 2, 2022
The NACA® Impact

Conferences
featuring
4,500+
total attendees
from hundreds
of campuses

Website Traffic
Yearly: 1.1 million+ page views; 200K unique users
Monthly: 91,000+ average monthly views; February and October are peak months
Daily: 3,000+ average daily views; Highest traffic on Monday–Thursday

Recipients of NACA® Spotlight (email newsletter)

NACA® Spotlight Open Rate (industry average is 25%)

The Impact
11,000 Total Number of Magazine Recipients

Instagram
2,800+ followers

60%

6 Conferences featuring
4,500+ total attendees from hundreds of campuses

Campus Activities Programming® (NACA's magazine)

Twitter
7,700+ followers

Total Number of Social Media Followers
36,500+

Recipients of NACA® Spotlight (email newsletter)
10,000+

NACA® Spotlight Open Rate (industry average is 25%)
Magazine Advertising

Full Page Ads

Option A
Traditional Ad
Full page, full color

Option B
60 Second Video Clip
Full page, full color (the video will fill the width of the page)

Inside Front Cover $1,300 (limit one per issue)
Inside Back Cover $1,250 (limit one per issue)
Interior Full Page
  Option A – Image: $1,000
  Option B – 30 Second Video Clip: $1,000
  Option C – 60 Second Video Clip: $1,100

For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.
**Magazine Advertising**  
**Half & Quarter Page Ads**

### Interior Half Page
- **Option A** – Image: $750
- **Option B** – 30 Second Video Clip: $750
- **Option C** – 60 Second Video Clip: $850

### Interior Quarter Page
- **Option A** – Image: $375
- **Option B** – 30 Second Video Clip: $375
- **Option C** – 60 Second Video Clip: $475

### Advertorial Interior Page
- **Option A** – 2-Page Spread: $2,375
- **Option B** – Full Page: $1,500

**Magazine Notes**

Our award-winning *Campus Activities Programming®* magazine offers:
- Full Color Layout & Content
- Video Content – Full Color Layout & Sound (optional)
- Circulation to thousands of key decision makers responsible for booking programs on their campuses around the country
- Articles written by NACA school members and associate members
- Content focuses on interests and issues in the campus marketplace industry
- Online versions of each issue keep you exposed to members throughout the year
- Advertorial opportunities let you provide editorial content in your ad to further reach your targeted audience.

**Magazine Advertising Discounts**

Discounts on 1-3 magazine or program ads are based on length of NACA Membership

- **5-9 Years** – 5% off *Campus Activities Programming®* or NACA® Live Program ads
- **10-19 Years** – 10% off *Campus Activities Programming®* or NACA® Live Program ads
- **20-24 Years** – 15% off *Campus Activities Programming®* or NACA® Live Program ads
- **25 Years or More** – 20% off *Campus Activities Programming®* or NACA® Live Program ads

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

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Sample of a half page video ad
NACA Spotlight

Our weekly e-newsletter features member profiles, NACA event and program information, and campus news for our members. Produced in partnership with Multiview. NACA Spotlight is distributed to more than 5,000 school and professional members.

Digital pricing begins at $1,000 for one 90-day cycle in an e-newsletter that reaches 18,000+ NACA individuals.

Interested in featuring your company? Contact salesinquiries@multiview.com for deadlines and rates.

Product Demos

Looking to demonstrate your product or service to potential buyers? We can host a virtual demonstration for you to reach our members.

30 Minute Webinar: $1,000
60 Minute Webinar: $1,500
90 Minute Webinar: $2,000

Pricing Includes:
- Registration Process
- Technology Setup
- Copy of Registration List
- Email Communication to Membership about Demonstration
- Social Media Announcement of Demo
- Unedited Digital Copy of Demo

Need a longer time? Contact us for pricing.

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Website Advertising

The **NACA 24/7** platform is one of the most helpful benefits of NACA membership. It assists schools and associates in successfully block booking acts, allowing acts to get more efficient routing and schools to pay lower booking fees. If you are an artist, agent, or company owner you can update profiles and profiles, and upload photos and videos – anytime, anywhere from your computer, tablet, or smartphone.

NACA 24/7 is one of NACA’s most utilized resources by school members.

Pricing Includes:
- 2 Week Spot on NACA 24/7 Landing Page
- Full Color Image that links to your NACA 24/7 Page
- Exposure to one of NACA’s top visited webpages

Discounts
- 5% Discount on 5 Purchases
- 10% Discount on 12 Purchases
- 20% Discount on 20 Purchases

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

**NACA Homepage**

*Advertise Here!*

**Cost:** $3,000/per year
**Dimensions:** 728 x 90 pixels
<table>
<thead>
<tr>
<th>Dates Covered</th>
<th>Cost (Per Spot)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 10 – May 23, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>May 24 – June 6, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>June 7 – June 20, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>June 21 – July 4, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>July 5 – July 18, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>July 19 – Aug. 1, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Aug. 2 – Aug. 15, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Aug. 16 – Aug. 29, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Aug. 30 – Sept. 12, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Sept. 13 – Sept. 26, 2021</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Sept. 27 – Oct. 10, 2021</td>
<td>$400</td>
<td>NACA® Winston-Salem (Sept. 30 - Oct. 2)</td>
</tr>
<tr>
<td>Oct. 11 – Oct. 24, 2021</td>
<td>$350</td>
<td></td>
</tr>
<tr>
<td>Oct. 25 – Nov. 7, 2021</td>
<td>$400</td>
<td>NACA® Hartford (Oct. 28 - 30)</td>
</tr>
<tr>
<td>Nov. 8 – Nov. 21, 2021</td>
<td>$400</td>
<td>NACA® Spokane (Nov. 11-13)</td>
</tr>
<tr>
<td>Nov. 22 – Dec. 5, 2021</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Dec. 6 – Dec. 19, 2021</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Feb. 28, 2022 – March 13, 2022</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>March 14, 2022 – March 27, 2022</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>March 28, 2022 – April 10, 2022</td>
<td>$400</td>
<td>NACA® St. Paul (Mar. 31-Apr. 2)</td>
</tr>
<tr>
<td>April 11, 2022 – April 24, 2022</td>
<td>$150</td>
<td></td>
</tr>
</tbody>
</table>

For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.
Event Programs

**NACA® LIVE PROGRAM**

The program is distributed to 2,000 students and advisors from schools across the country. This full-color, spiral-bound guide is an essential resource for students who are responsible for booking talent on their campuses throughout the year. It features details on showcasing acts, educational sessions, special events and more. The Program typically runs about 160 pages.

**Ad Sizes (all ads are full color)**

**Cover Pages**
- Inside Front Cover: $1,700
- Inside Back Cover: $1,650
- Back Cover: $1,750

- 2-Page Spread: $2,275
- Full Page Facing Day Schedule: $1,610
- Full Page: $1,400
- Half Page: $750
- Quarter Page: $375

**CONFERENCE PROGRAMS**

Talk about targeted advertising! Reach students responsible for booking acts. NACA Conferences are held throughout the year, and like our national convention, the conference programs are an excellent source for students seeking to book acts in their area.

The majority of this publication is printed in black and white with limited color ads.

20% discount on purchases of 4 or more conference programs.

**Ad Sizes (full color)**

**Cover Pages**
- Inside Front Cover—Color: $780
- Inside Back Cover—Color: $720
- Back Cover—Color: $840

- Full Page—B&W Facing Day Schedule: $435
- Full Page—B&W: $375
- Half Page—B&W (horizontal only): $275

**Additional full color ads (limited space available)**

- Color 2-Page Spread: $900
- Color Full Page: $600
- Color Half Page: $500
Several opportunities are available to advertise with NACA through our online resources. Let us assist you in putting together the most effective packages.

**Conference Website Portals**—Each NACA conference website portal will feature an exclusive ad space located on the home page (landing) of the portal. Space is available on a first-come, first-served basis. Ads will be published for 30 days. Reservations and art are due by the 20th of the month prior to the month you want for the ad to run. Contact advertising@naca.org for availability.

**Specifications & Rates**
- **Size** 180px x 150px
- **Rate** $350
- **Accepted Formats**: JPG, PNG, GIF

**The NACA® App**—Giving you the most trackable boost of all of NACA’s event advertising opportunities, a banner ad in NACA’s event app enhances your visibility on site with all of our attendees. This exclusive opportunity is a great way to steer attendees to your booth, to your website, or to a special promotion. You provide the artwork and a URL, and we provide the click-throughs and impressions (reports available by request). Animated GIFs are not supported. Buy one day or all days of the event of your choice.

**Approval**—NACA must approve all ads before publishing.

**AD DIMENSIONS**

**TRIM AREA, LIVE AREA AND BLEED EXPLAINED**
Trim area is for information only and represents the physical size of the finished product after bleed has been removed during printing. Ads that “bleed” o the page will be trimmed to this size. Ads should only be delivered to bleed or live size, never to trim. If in ad is delivered at trim size, it may be slightly reduced to ensure no information is cut o.

Live area is the area within the trim area where the type or “live” information (text and images) should be contained. This ensures all vital information is visible to the reader. As a general rule, it is better to keep important information away from the very edge of the page.

Bleed is an area .125” larger than the trim size on all four sides and is required when ads have pictures or colors going right to the edge of the page. For full page ads, please supply to the exact dimensions of bleed size. If you don’t want to have bleed on your ad, it should be supplied to the exact live area size.

**FILE FORMATS ACCEPTED**
- PDF, TIFF, JPG or PNG (at least 300 DPI)
- EPS (all fonts must be included or converted to outlines)

**MAGAZINES & CONFERENCE PROGRAMS**

**NOTE:** The NACA® Live program is typically printed in a square (9 x 9”) format. Contact us for ad specs and details.

**Specifications & Rates**
- ** Exactely 300 x 50 pixels and under 100KB**
- ** Rate** $300 per day for a NACA Conference ad;
  - **Rate** $750 per day for National Convention
- **Accepted Formats**: PNG or JPG Image

**Half Page**
- **Horizontal**
  - 7.25 x 4.75”
- **Vertical**
  - 3.5 x 9.75”
- **Quarter Page**
  - 3.5 x 4.75”

**Full Page**
- **No Bleed**
  - 7.5 x 10”
- **With Full Bleed**
  - **Trim Area**
    - 8.5 x 11”
    - (Bleed 8.75 x 11.25”)
  - **Live Area**
    - 7.625 x 10.25”

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