PARTY & AMUSEMENT RENTALS
A GRADY FAMILY ENTERPRISE
800.757.6332 | WWW.FWWORLD.COM
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
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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 - the reimagined national convention event experience

Feb. 24–26, 2024 • Pittsburgh, PA

2023–24 NACA® Conferences

NACA® Charleston • Oct. 12–14, 2023
NACA® Little Rock • Oct. 19–21, 2023
NACA® Syracuse • Oct. 26–28, 2023
NACA® Riverside • Nov. 16–18, 2023
NACA® Des Moines • April 4–6, 2024
The NACA Impact

36,500+
Total Number of Social Media Followers

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

60%
NACA® Spotlight Open Rate (industry average is 25%)

6
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

Campus Activities Programming®
(NACA’s magazine)

11,000
Total Number of Magazine Recipients

The Impact

11,000
Total Number of Magazine Recipients

60%
NACA® Spotlight Open Rate (industry average is 25%)

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Conferences featuring
4,500+
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Website Traffic
Yearly: 1.1 million+ page views; 200K unique users
Monthly: 91,000+ average monthly views; February and October are peak months
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Campus Activities Programming®
(NACA’s magazine)

11,000
Total Number of Magazine Recipients
FROM THE EXECUTIVE DIRECTOR

A S I CELEBRATE MY FIRST-YEAR ANNIVERSARY WITH NACA, while some of the programs and projects I had intended upon becoming your executive director have changed, the overall vision I had outlined to my first few months continues to be at the core of our work. Within my first few months, I recognized we could work more closely with associate members, reach more diverse schools, reinforce the strong working relationship between volunteers and staff, enhance research and assessment within the Association, and continue all learning experiences to our competencies. All while improving internal operations and association practices to ensure that we provide a strong membership experience to all members.

While we have had to make significant changes, at the core, the modifications are designed with long-term success in mind. Some things are temporary, such as not holding in-person conferences during fall 2020, and we are using this time to evaluate and grow. NACA volunteers and staff have made adjustments when developing curriculums so that educational offerings are designed to start with NACA competencies. The intentional placement of competencies at the forefront of education and programming continues. Instead of in-person conferences, NACA® Virtual, an entirely virtual platform, allowed us to identify a company that could meet other needs. Our aim is not for a quick fix for the current situation, but continuously asking ourselves what transformation we can make that will position NACA for long-term success.

I've lost track of the number of people who have said, “My NACA membership has been the most beneficial resource these past few months, more so than any other association. NACA has offered tactical resources that I need in my day to day work. I am proud of our collective work to help NACA volunteers and staff navigate this current situation. We've also developed new resources to aid you in the changes you are having to formulate for your institution/agency. I am even more excited about upcoming initiatives that will be announced soon.

As we start a new academic year – that is bound to have lots of uncertainty – I encourage you to think about your core and your work’s core. What can drive you to turn challenges into opportunities? What can push you to accomplish things you didn’t think were possible at the beginning of this year? The Association is here and ready to support you. I wish you a healthy and safe start to this new academic year.

AMBER SHAVARDI HUSTON, CAE
amberh@naca.org

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WE DELIVER, SETUP & OPERATE AT YOUR LOCATIONS!

Traditional Ad
Full page, full color

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

Half & Quarter Page Ads

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Half Page</td>
<td>$600</td>
</tr>
<tr>
<td>Interior Quarter Page</td>
<td>$350</td>
</tr>
<tr>
<td>Advertorial Interior Page</td>
<td></td>
</tr>
<tr>
<td>Option A – 2-Page Spread:</td>
<td>$1,500</td>
</tr>
<tr>
<td>Option B – Full Page:</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Magazine Notes

Our award-winning Campus Activities Programming® magazine offers:
- Full Color Layout & Content
- 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.
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.

Ad Specs & Pricing
Prices are for participation in 2 emails to over 19,000 campus activities professionals. Prices do not reflect applicable taxes.

LEADERBOARD
The premier position provides you with top exposure and quality traffic.
Artwork size: 728 x 90 pixels
File format: GIF, JPG, PNG
Max file size: 40K

BOX AD
This large-format position provides you with good exposure in the body of the news brief and quality traffic.
Artwork size: 300 x 250 pixels
File format: GIF, JPG, PNG
Max file size: 40K

SPONSORED VIDEO
Feature your video content with this placement, including an image, a 5-word headline, 50-word description and a link to the page hosting the video.
Artwork size: 300 x 250 pixels
File format: GIF, JPG, PNG
Max file size: 40K

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: $750
60 Minute Webinar: $1,250
90 Minute Webinar: $1,500

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.

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

*[Image of NACA 24/7 platform]*

**What’s New**
- 🎧 Music
- 🎮 Video
- 📱 Podcast

**What’s Hot**
- 🍎 App
- 🍓 Sale

*[Image of NACA homepage]*

**Advertise Here!**

**Cost:** $3,000/per year
**Dimensions:** 728 x 90 pixels

**ONE INSTITUTION. ONE MEMBERSHIP. ONE ASSOCIATION.**

School membership is institution-wide, so all departments on your campus can benefit.
# NACA 24/7 Spots

<table>
<thead>
<tr>
<th>Dates Covered</th>
<th>Cost (Per Spot)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 8 – May 21</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>May 22 – June 4</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>June 5 – June 18</td>
<td>$50.00</td>
<td></td>
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<tr>
<td>June 19 – July 2</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>July 3 – July 16</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>July 17 – July 30</td>
<td>$50.00</td>
<td></td>
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<tr>
<td>July 31 – August 13</td>
<td>$50.00</td>
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<td>August 14 – August 27</td>
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</tr>
<tr>
<td>August 28 – Sept. 10</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Sept. 11 – Sept. 24</td>
<td>$75.00</td>
<td></td>
</tr>
<tr>
<td>Sept. 25 – Oct. 8</td>
<td>$75.00</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Oct. 19-21, 2023 – NACA® Little Rock (AR)</td>
</tr>
<tr>
<td>Oct. 23 – Nov. 5</td>
<td>$200.00</td>
<td>Oct. 26–28, 2023 – NACA® Syracuse (NY)</td>
</tr>
<tr>
<td>Nov. 6 – Nov. 19</td>
<td>$200.00</td>
<td>Nov. 16-18, 2023 – NACA® Riverside (CA)</td>
</tr>
<tr>
<td>Nov. 20 – Dec. 3</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Dec. 4 – Dec. 17</td>
<td>$50.00</td>
<td></td>
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<td>Dec. 18 – Dec. 31</td>
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<td><strong>2024</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 1 – Jan. 14</td>
<td>$50.00</td>
<td></td>
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<tr>
<td>Jan. 15 – Jan. 28</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Jan. 29 – Feb. 11</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Feb. 12 – Feb. 25</td>
<td>$200.00</td>
<td>Feb 24-26, 2024 – NACA® Live Pittsburgh, PA</td>
</tr>
<tr>
<td>Feb. 26 – March 10</td>
<td>$150.00</td>
<td>Feb 24–26, 2024 – NACA® Live Pittsburgh, PA</td>
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<td>March 11 – March 24</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>March 25 – April 7</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>April 8 – April 21</td>
<td>$200.00</td>
<td>April 4-6, 2024 – NACA® Des Moines (IA)</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)

<table>
<thead>
<tr>
<th>Cover Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$1,700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,650</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,750</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$2,275</td>
</tr>
<tr>
<td>Full Page Facing Day Schedule</td>
<td>$1,610</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,400</td>
</tr>
<tr>
<td>Half Page</td>
<td>$750</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$375</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Cover Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover—Color</td>
<td>$780</td>
</tr>
<tr>
<td>Inside Back Cover—Color</td>
<td>$720</td>
</tr>
<tr>
<td>Back Cover—Color</td>
<td>$840</td>
</tr>
<tr>
<td>Full Page—B&amp;W Facing Day Schedule</td>
<td>$435</td>
</tr>
<tr>
<td>Full Page—B&amp;W</td>
<td>$375</td>
</tr>
<tr>
<td>Half Page—B&amp;W (horizontal only)</td>
<td>$275</td>
</tr>
</tbody>
</table>

Additional full color ads (limited space available)

<table>
<thead>
<tr>
<th>Cover Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color 2-Page Spread</td>
<td>$900</td>
</tr>
<tr>
<td>Color Full Page</td>
<td>$600</td>
</tr>
<tr>
<td>Color Half Page</td>
<td>$500</td>
</tr>
</tbody>
</table>
On-Site and Digital Advertising

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.

Specifications & Rates
Exactly 950 x 380 pixels and under 500KB
$300 per day for a NACA Conference ad;
$750 per day for NACA® Live
Accepted Formats:............................... PNG or JPG Image

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” off the page will be trimmed to this size. Ads should only be delivered to bleed or live size, never to trim. If an ad is delivered at trim size, it may be slightly reduced to ensure no information is cut out.

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 (see bottom left). Contact Jason Jeffers at jasonj@naca.org if you have any questions about NACA® Live ad specs and details.

NACA® LIVE PROGRAM
(square format)
FULL PAGE NO BLEED 8.25 x 8.25”
FULL PAGE BLEED 9.25 x 9.25”
Trim size is 9 x 9”
QUARTER PAGE 3.75 x 3.75”
HALF PAGE 8.25 x 4”

FULL PAGE NO BLEED 7.5 x 10”
FULL PAGE WITH FULL BLEED
TRIM AREA 8.5 x 11”
BLEED 8.75 x 11.25”
LIVE AREA 7.625 x 10.25”

For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.
For questions about submitting your artwork, graphics, file types & sizes, etc. contact Jason Jeffers at jasonj@naca.org.