


The undersigned advertiser (“Advertiser”) and National Association for Campus Activities (“NACA”) have entered into this advertising contract (“Advertising Contract”) effective the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

NOW THEREFORE, in consideration of the mutual covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties to this Advertising Contract hereby agree as follows:

## 1. Advertiser Contact Information

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Website: \_\_\_\_\_ Fax: \_\_\_\_\_

## 2. Choice of Publication

<input type="checkbox"/> <b>Campus Activities Programming® Magazine (all color)</b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> Quarter Page <input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Back Cover (half page only) <input type="checkbox"/> Half Page			
<b>PUBLICATION DATE</b> <input type="checkbox"/> Winter (NACA® Live Preview) <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <i>January–March</i> <i>April–June</i> <i>July–September</i> <i>October–December</i>			
<b>OPTION</b> <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C			
<b>NACA® LIVE (all color)</b> <input type="checkbox"/> <b>NACA® Live Program</b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page <input type="checkbox"/> Page Facing Schedule	<b>DIGITAL ADVERTISING</b> <input type="checkbox"/> <b>The NACA® App Banner Ad</b>  <i>Note: NACA® Live runs from Saturday through Tuesday, while conferences run Thursday through Saturday.</i> <input type="checkbox"/> Banner: <input type="checkbox"/> Sun <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thur <input type="checkbox"/> Fri <input type="checkbox"/> Sat	<input type="checkbox"/> <b>Conference/Convention</b> <input type="checkbox"/> Charleston <input type="checkbox"/> Little Rock <input type="checkbox"/> Syracuse <input type="checkbox"/> Riverside <input type="checkbox"/> Des Moines <input type="checkbox"/> NACA® Live (National Convention)	
<b>CONFERENCES (color is available on the Inside Front Cover, Inside Back Cover, Back Cover and pages near the center)</b>			
<input type="checkbox"/> <b>Charleston</b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Full Page Color <input type="checkbox"/> 2-Page Spread <i>(availability is limited)</i> <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Half Page Color <input type="checkbox"/> Back Cover <input type="checkbox"/> Page Facing Schedule <input type="checkbox"/> <input type="checkbox"/> Full Page B/W <input type="checkbox"/> <input type="checkbox"/> Half Page B/W	<input type="checkbox"/> <b>Little Rock</b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Full Page Color <input type="checkbox"/> 2-Page Spread <i>(availability is limited)</i> <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Half Page Color <input type="checkbox"/> Back Cover <input type="checkbox"/> Page Facing Schedule <input type="checkbox"/> <input type="checkbox"/> Full Page B/W <input type="checkbox"/> <input type="checkbox"/> Half Page B/W	<input type="checkbox"/> <b>Syracuse</b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Full Page Color <input type="checkbox"/> 2-Page Spread <i>(availability is limited)</i> <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Half Page Color <input type="checkbox"/> Back Cover <input type="checkbox"/> Page Facing Schedule <input type="checkbox"/> <input type="checkbox"/> Full Page B/W <input type="checkbox"/> <input type="checkbox"/> Half Page B/W	
<input type="checkbox"/> <b>Riverside</b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Full Page Color <input type="checkbox"/> 2-Page Spread <i>(availability is limited)</i> <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Half Page Color <input type="checkbox"/> Back Cover <input type="checkbox"/> Page Facing Schedule <input type="checkbox"/> <input type="checkbox"/> Full Page B/W <input type="checkbox"/> <input type="checkbox"/> Half Page B/W	<input type="checkbox"/> <b>Des Moines</b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Full Page Color <input type="checkbox"/> 2-Page Spread <i>(availability is limited)</i> <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Half Page Color <input type="checkbox"/> Back Cover <input type="checkbox"/> Page Facing Schedule <input type="checkbox"/> <input type="checkbox"/> Full Page B/W <input type="checkbox"/> <input type="checkbox"/> Half Page B/W		

Advertiser Name \_\_\_\_\_

**4. 2023–2024 AD COSTS**

Campus Activities Programming® \$ \_\_\_\_\_

NACA® Live Program \$ \_\_\_\_\_

NACA Conference Programs

Charleston \$ \_\_\_\_\_

Little Rock \$ \_\_\_\_\_

Syracuse \$ \_\_\_\_\_

Riverside \$ \_\_\_\_\_

Des Moines \$ \_\_\_\_\_

**On-Site and Digital Advertising**

NACA® App \$ \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

Non-Member 25% Fee \$ \_\_\_\_\_

Discount (\_\_\_\_%) \$ \_\_\_\_\_

TOTAL AMOUNT CHARGED \$ \_\_\_\_\_

All advertising fees charged hereunder shall be due and payable on or before \_\_\_\_\_, 20\_\_\_\_ (the “Art Due Date”) **\$100 cancellation fee will be charged for all digital ads cancelled after receiving a signed contract**

**PAYMENT**

Please contact Angela Andrews, NACA’s finance & accounting coordinator, with your credit card payment information at 803-217-3476.

**5. 2023–2024 AD DEADLINES**

**Campus Activities Programming® Magazine**

Issue	Ad Contract Due	Art/Payment Due
Fall 2023	July 1, 2023	July 8, 2023
Winter 2023	Oct. 3, 2023	Oct. 10, 2023
Spring 2024	Jan. 9, 2024	Jan. 16, 2024
Summer 2024	April 3, 2024	April 10, 2024

**NACA® Event Publications**

Publication	Ad Contract Due	Art/Payment Due
<b>2024 NACA® Live national convention Program</b>	Dec. 9, 2023	Dec. 16, 2023
<b>2023–2024 NACA® Conference Programs</b>		
Charleston	9/7/2023	9/7/2023
Little Rock	9/14/2023	9/14/2023
Syracuse	9/21/2023	9/21/2023
Riverside	10/12/2023	10/12/2023
Des Moines	3/29/2024	3/29/2024

**Digital Advertising**

**School E-newsletters**

Submit the Monday before e-newsletter is distributed.

**NACA® App**

Submit three weeks prior to the first day of of the event.

**OFFICE USE ONLY**

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Questions? Contact NACA® Advertising Sales  
E-mail [michaelh@naca.org](mailto:michaelh@naca.org) • Fax 803-749-1047

**NACA 2023-2024 Advertising Contract**  
**GENERAL CONTRACT PROVISIONS**

1. Advertiser represents and warrants to NACA that Advertiser is properly authorized to publish the entire content and subject matter of any material, whether copy, text, photos, illustrations, etc. ("Advertising Material"), submitted to NACA for publication. By signing this Advertising Contract, Advertiser represents and warrants that Advertiser has obtained the written consent of any living person(s) whose name, picture or testimonial is to be used in any Advertising Material submitted to NACA for publication. Advertiser agrees to indemnify and hold NACA harmless from and against any loss, expense (including attorneys' fees) or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright, trademark infringement and any other claims or suits that may arise out of, or are related in any way to this Advertising Contract or any Advertising Material submitted to NACA.
2. All Advertising Material submitted to NACA for publication is subject to NACA's approval before publication of such Advertising Material. NACA reserves the right to reject or exclude any Advertising Material that is deemed by NACA, in its sole discretion, to be unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, or otherwise inappropriate or incompatible with the character of the publication, whether or not such Advertising Material has already been accepted and/or published in any prior NACA publication.
3. NACA will not publish ads from Advertiser promoting educational sessions in which the Advertiser is presenting.
4. Any advertorials published in *Campus Activities Programming*<sup>®</sup> magazine will be labeled as an advertisement. Advertising Material submitted to NACA must be high quality, camera-ready and error free. NACA is not responsible for typos or other errors in Advertising Material submitted to NACA, including incorrect booth numbers. Advertorials should not imitate the graphic design of the publication and cannot imply member, agency, artists or product endorsement by *Campus Activities Programming*<sup>®</sup> or NACA.
5. NACA assumes no responsibility for improper or illegal use of marketing promotions/giveaways contained in an advertisement.
6. NACA assumes no liability for damages or losses as a result of events beyond its control such as strikes, accidents, fires, acts of God, electrical or technical problems or outages, or other contingencies beyond NACA's control.
7. NACA assumes no liability for actions or inactions of third parties.
8. In the event that the Advertiser cancels the advertising order (in writing) prior to the completion of the contracted order, NACA reserves the right to bill the advertiser for any cost difference between the contracted frequency rate as specified in this contract and the number of issues actually run.
9. If the publication(s) selected above by Advertiser are discontinued, NACA shall issue a prorated refund to Advertiser.
10. All credit card payments will be charged on the stated Art Due Date. All other forms of payment must be received by 4pm Eastern on the stated Art Due Date. Any advertising fees not paid in full on or before the stated Advertising Art Due Date will result in the ad being pulled from the publication. If any advertising fees/charges remain unpaid more than 15 days after the Advertising Art Due Date, NACA reserves the right to cancel this contract, and any advertising scheduled in any NACA publication may be pulled.
11. Any costs incurred by NACA to collect the advertising fees charged hereunder, including attorneys' fees, will be charged to and be the responsibility of the Advertiser. NACA reserves the right to apply any funds received from Advertiser to any outstanding costs or fees Advertiser owes to NACA, regardless of the purpose for which such funds were remitted to NACA. Advertiser will not be allowed to place any other advertisement in any NACA publication or participate in any NACA events until all costs and fees owed to NACA under this Advertising Contract are paid in full.
12. Requests for 2023–2024 school year premium placement (e.g., covers) are accepted first right of refusal through Aug. 1, 2023. After this date, requests are accepted on a first come, first served basis. Due to a limited number of premium placement ads, space will be assigned based upon availability. Date and time of receipt of complete contract will determine premium placement assignments.
13. This Advertising Contract shall be governed by the laws of the State of South Carolina and state or federal courts in the State of South Carolina shall have exclusive jurisdiction over any litigation concerning this Advertising Contract. Venue shall be in Richland County, South Carolina.
14. This Advertising Contract constitutes the entire agreement between the parties hereto, and it is understood and agreed that all prior undertakings, negotiations, representations, promises, inducements and agreements between these parties are merged herein.
15. This Advertising Contract shall be binding on the parties hereto, their heirs, successors and assigns.
16. In the event any one or more of the provisions (or any part of any provisions) contained in this Advertising Contract shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision (or remaining part of the affected provision(s)) of this Advertising Contract, and this Advertising Contract shall be construed to effect the purposes of this Advertising Contract as if such invalid, illegal, or unenforceable provision (or part thereof) had never been contained herein and to that extent, but only to that extent, the provisions of this Advertising Contract are severable.
17. This Advertising Contract may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute but one and the same agreement.

The signature below by the Advertiser constitutes full acceptance of the terms set forth herein.

Advertiser:

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Its: \_\_\_\_\_

NACA:

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Its: \_\_\_\_\_