Media Guide

Reach NACAS Members That Spend More Than $40 billion a year on products and services!

About NACAS

College Services Magazine
- Print and Digital Edition Rates

Online Products
- College Services Newswire eNewsletter
- College Services Monthly
- NACAS Conference Daily eNewsletter
NACAS at-a-glance

Our members spend an estimated $40 billion a year on products and services.

NACAS members include more than 6,700 auxiliary service professionals at 675 colleges and universities in the U.S., Canada, Europe and the Middle East.

Nearly 2 out of 3 members surveyed took some action when seeing an ad featured in one of our print and online products, with many respondents visiting an advertiser’s website, discussing an ad with others, saving an ad for reference or clicking on a company’s ad.

Our readers include the decision-makers at their institutions including directors, presidents, vice presidents, and managers.

Source: NACAS Reader Survey, 2016 Marketing Questionnaire, IBIS World Report 61131a
College Services Content Plan

SPRING 2018
DINING
- How campuses across the country are developing ways to create biological systems that can alleviate food waste.
- Food insecurity. College campuses across America are dealing with the issue of students who don't have enough to eat because of financial restraints. From on-campus food pantries to special dining dollars for needy students, we'll explore what schools are doing to combat the problem. (NOTE: This is especially a critical issue for community colleges, which have older students who often times also have families).
- Retail Dining
- Catering
- Hoping to get an article from the President or Executive Director of National Association of College and University Food Services on the major issues dining services face and what the association is doing about it. (NACAS is hoping to have more collaborative articles with other associations in 2018).
- “Partnering with your Partners”. Will have an article on a program at UNLV where Sodexo and Aramark share a partnership.
- Self-op versus leasing. Schools are now grappling with whether to run their own food service operations or rely more on franchises.

FALL 2018
THE NACAS 50TH ANNUAL CONFERENCE ISSUE
- This is the 50th Anniversary of NACAS and this issue will highlight the conference – its history, and a look ahead. Articles will also include: - Topics that will be presented at the conference covering dining services, housing, parking and transportation, and campus bookstores… A history in photos: 50 years of NACAS in a photo spread... Article highlighting the Association’s look at the future of NACAS.

BONUS DISTRIBUTION:
500 copies to c3X
NACAS 50th Annual Conference Rosen Shingle Creek, Orlando, FL October 14-17, 2018

SUMMER 2018
THE ROLE OF SOCIAL JUSTICE IN AUXILIARY SERVICES. HOW AUXILIARY SERVICES CAN PLAY A KEY ROLE IN SOCIAL JUSTICE ISSUES
- Sustainable products
- Produce products (Deciding where you will and will not purchase depending on their record with employees)
- Fair Wages
- How NACAS Business Partners decide when and how to support social issues. What are the pros and cons? What obstacles do they face?
- How NACAS Business Partners support causes they believe in. (Example: Firehouse Subs provides a certain number of AED’s (Automated External Defibrillators) to campuses every year.

WINTER 2018
THE LEADERSHIP ISSUE
- Feature article on incoming president
- NACAS annual award winners
- 50th Annual Conference in Orlando Review

EACH ISSUE OF COLLEGE SERVICES CONTAINS:

COMMENTARIES
- OPENING REMARKS: President’s Perspective
- IN CLOSING: Executive Commentary

ASSOCIATION UPDATES
- PROFESSIONAL DEVELOPMENT
- EDUCATION FOUNDATION
- PROFESSIONAL DEVELOPMENT EVENTS
- PROFESSIONAL DEVELOPMENT CALENDAR

*Editorial plan is tentative and subject to change.
### College Services

#### Advertising Rates

**Full-color rates**

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<th>SIZE</th>
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**Black-and-white rates**

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<td>Sponsorship (7.6389 x 6.6667 inches)</td>
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<tr>
<td>Toolbar (250 x 50 pixels)</td>
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<tr>
<td>Skyscraper (200 x 783 pixels)</td>
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<tr>
<td>Belly Band (PDF or JPG at 8.375 x 4.5 inches)</td>
<td>$650</td>
</tr>
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**Premium advertising**

Ask your representative for details

**5th DISCOUNT**

Off of published rates

**Members receive**

5% discount off of published rates

Revisions and Proofs: $50.00

Position Guarantee: 15% Premium

In a recent survey nearly 9 out of 10 respondents indicated that they value College Services as part of their membership.

Promote your products or services by including your flier, brochure or postcard in the clear plastic bag in which College Services is mailed.

**College Services** is a key resource for industry news, event coverage, membership information and the products and services our members need. NACAS members rely on College Services and view it as a relevant tool for their job.

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
College Services
Digital Edition

Digital Large Toolbar
$600
The Toolbar sponsorship allows your company to be in front of readers the entire time they are browsing the digital edition of College Services.

Digital Skyscraper
$1,400
The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Digital Sponsorship
Sponsorship Max $1,000
Sponsorship $800
Your company is the first ad readers see when they open their copy. Your message will prominently display directly across from the cover of the magazine. Animation and video capabilities can bring your message to life.

Digital Belly Band
$650
Our highly visible Belly Band appears on the digital edition before readers can access the front cover of the publication, making your company’s ad one of the first that readers see when they receive their digital edition. The Belly Band also extends to the digital edition’s back cover, “wrapping” your company’s message around the entire digital edition.

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College Services Monthly eNewsletter

Our monthly eNewsletter puts our members in touch with current events, professional development opportunities, member news, commentaries, and short articles of interest to college auxiliary services professionals.

Key Reasons to Advertise:

- Your ad in the College Services Monthly reaches more than 4,800 inboxes.
- In addition to exposure in the College Services Monthly, all rates include additional exposure in The Bottom Line eNewsletter, the official eNewsletter of CCBO. The Bottom Line is delivered directly to the inboxes of industry decision-makers.

Horizontal Banners

+ 468 x 60 Pixels
+ Only eight advertisers per issue.

12 Months | $2,315.00

Ads featured on College Services Monthly typically receive nearly 1,800 impressions per month!

Traffic Numbers As Of April 2017

Nearly 2 out of 3 members surveyed indicated that they do not subscribe to any other industry eNewsletters.

MEMBERS RECEIVE 5% DISCOUNT OFF OF PUBLISHED RATES

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
NACAS Conference Daily eNewsletter

The easiest way to get in front of members attending the NACAS Annual Conference.

Key Reasons to Advertise:

- Direct clients to the landing page of your choice to help them learn what your company can offer.
- Interact with viewers and facilitate the buying process before the show.

The NACAS Conference Daily eNewsletter is emailed to attendees before, during and after the conference!

NACAS Conference Daily eNewsletter, the official eNewsletter of the NACAS Annual Conference, will be published seven times and will feature the latest news and updates regarding the conference. Get your company in front of attendees before, during and after the show!

Top Banner | $3,500.00
+ 468 x 60 Pixels

Lower Banner | $2,850.00
+ 468 x 60 Pixels

Ads featured on our Conference Daily eNewsletter average 5,500 impressions!

Members receive 5% discount off of published rates.

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
College Services Newswire eNewsletter

NACAS’s College Services Newswire eNewsletter allows members to stay informed about timely industry topics, trends in education, and current education news from the week.

Enjoy the Benefits of a Targeted eNewsletter:

- Delivers your message directly nearly 5,000 inboxes on a regular basis.
- In addition to NACAS members, opt-in subscription means that professionals in the market for your products and services see your message.
- Frequently forwarded to others for additional exposure.
- Cross-promoted in other NACAS publications and communications pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.

8 Medium Rectangles – 300 x 100
$3,600 | 12 MONTHS

Ads featured on College Services Newswire typically receive more than 6,000 impressions per month!
Traffic Numbers As Of April 2017

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
College Services
Magazine Specifications

**Production Services, Proofs and Revisions**
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Shipping Instructions**
Ship all advertising materials to the attention of your account executive at:

**Naylor Association Solutions**
5950 NW 1st Place
Gainesville, FL 32607
Toll Free: (800) 369-6220
Fax: (352) 331-3525

**Ad Material Upload**
Go to the Naylor website at www.naylor.com and under the Client Support section click “Ad Upload.” Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company’s contact information along with these three pieces of information, browse for your file and click “Submit.” Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%

**Print Artwork Requirements**
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

**College Services Digital Edition**
For more information, visit: www.naylor.com/onlinespecs
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information

Company Name: ___________________________________________________________________________________________________________________________

Primary Contact: _______________________________________ Position: _________________________________________________________________

Address: ____________________________________________________________________________________________________________________________________

City: _______________________________________________________ State/Province: ______________ Zip/Postal Code: ________________________________

Phone: ________________________________________________________________ Fax: _________________________________________________________________

Email: ____________________________________________________________ Website: _________________________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X __________________________________________________________ Date: ____________________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of $32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Please sign, scan and email/fax to:
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information

Company Name: ___________________________________________________________________________________________________________________________

Primary Contact: ________________________________________________ Position: _________________________________________________________________

Address: __________________________________________________________________________________________________________________________________

City: _______________________________________________________ State/Province: ______________ Zip/Postal Code: ________________________________

Phone: ________________________________________________________________ Fax: _________________________________________________________________

Email: ____________________________________________________________ Website: _________________________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _______________________________________________ Date: ____________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be prorated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract.

Please sign, scan and email/fax to:
Categories

Please check the category that you would like to be listed under, then initial and date the bottom of the page. If your category, product or service is not listed, a new listing can be created for you.

One free listing with any size ad. Additional listings at $20.00 each. No limit. Please list new categories on this sheet.

______ Additional Index Categories X $20.00 = $______________

Initial:______ Date:______________