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 Advertorial Email
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.

9 out of 10 of members surveyed either recommend products/services for purchase, specify products/services for purchase or approve products/services for purchase.

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 Advertising Rates

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<td>HTML5 AD</td>
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<td>Digital Video Sponsorship</td>
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<tbody>
<tr>
<td>Ask your representative for details</td>
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Direct-mail opportunities available | Ask your representative for details
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

Extend your print advertising investment with the unique benefits of digital media.

College Services is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats Available to Readers:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

In-Magazine Digital Options
(HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | $2,950
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | $2,450
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert
Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | $2,200
- Medium Insert | $1,900

For the latest online specs, please visit: www.naylor.com/onlinespecs
**College Services**

**Magazine Specifications**

**College Services** Magazine

NOTE: Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

**Trim Size** | 9" x 10.875"
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**DPS Live Area** | 17" x 10.125"
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**Full Page Live Area** | 8" x 10.125"

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**Ad Material Upload**

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

**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.

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**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.

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**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

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**College Services Digital Edition**

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
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.
- Ads featured on College Services Monthly typically receive more than 1,880 impressions per month. *Traffic numbers as of March 2019

Horizontal Banners

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

12 Months | $2,430

MEMBERS RECEIVE 5% DISCOUNT OFF OF PUBLISHED RATES

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

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 | $3,675
+ 468 x 60 Pixels

Lower Banners | $2,990
+ 468 x 60 Pixels
+ These lower banner ads are located above eNewsletter content for high visibility.

Conference Daily eNewsletter on average receives a 44% unique open rate.

Traffic Numbers As Of March 2019

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.

MEMBERS RECEIVE
5% DISCOUNT
OFF OF PUBLISHED RATES

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5% DISCOUNT
OFF OF PUBLISHED RATES
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
$3,895 | 12 MONTHS

Ads featured on College Services Newswire typically receive more than 5,000 impressions per month!

Traffic Numbers As Of September 2018

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 Advertorial Email

The sponsored email blast is a highly visible, exclusive opportunity for you to educate NACAS readers regarding the benefits of using a product or service similar to what you provide. Its intent is to position your company as a thought leader and solution provider in the industry—solving common needs of auxiliary service professionals.

NACAS will send the email out to all recipients in its database on behalf of the interested. Below are the guiding principles for the email.

**Step 1:** Develop educational content as outlined above (should consume the majority of your messaging)
- FAQs and answers, and myth-busting
- Newsworthy articles related to auxiliary services
- Conveying the usefulness/need for products or services in an independent manner
- Continuing education opportunities
- Checklists, reference guides

**Step 2:** Include or outline helpful resources/tools available from your company
- About your company and its products or services
- Whitepapers
- Downloadable brochures and case studies
- Informational DVDs or mailings
- User testimonials

**Step 3:** Consider including NACAS-specific offers or benefits
- Price or percentage discount off services and/or products
- Free sample

On average NACAS Advertorial Emails receive more than 4,400 impressions per distribution.

*Traffic Numbers As Of September 2018*

Design Specifications:
- The width of the graphic should be 610 x 1024 pixels
- HTML & JPG are accepted formats. For HTML formats, hyperlinks can be used in your content. For JPG formats, entire email links to only one URL.
- Content area is approximately 600 pixels wide and will be surrounded by a NACAS-branded header/footer
- Color Format RGB (CMYK may cause errors when viewing the email)

One-time email | $2,500

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.