

# 2010 Online Advertising

(Rates Valid Jan. 1 – Dec. 31, 2010)

Easy to navigate, rich in content, and updated daily, the *NASFAA Web Site* is the window on the world of financial aid. Members are provided with a Web ID and password to access member-only areas. In addition, the site includes information for parents and students, guidance counselors, and others with an interest in student aid.

## HOME PAGE PLUS WEB PACKAGE

The Homepage Plus Package includes the homepage and the Web center home page of several other sections of the Web site. If you choose this package, your advertisement will appear on each Web home page section listed below.

### Web Centers Included

(Click on the Web center name below to view the page.)

- [Home Page](#)
- [Conferences](#)
- [Legislative](#)
- [Membership](#)
- [Regulatory](#)
- [Training](#)

## INDIVIDUAL WEB CENTER ADVERTISING

Individual Web Center advertising includes an advertisement on the home page of the specific Web center selected. You may choose to advertise on one Web center or multiple Web centers.

### Web Centers Available

(Click on the Web center name below to view the page.)

- [College Access](#)
- [Events Calendar](#)
- [Media Center](#)
- [NASFAA Catalog](#)
- [Parents & Students](#)
- [Research](#)
- [Technology](#)

## CAREER CENTER ADVERTISING

Career Center advertising includes an advertisement on each page of the Career Center section of the web site. Please visit the [NASFAA Career Center](#) to view the pages included. After the Home Page, the Career Center is one of the most frequently visited areas of the NASFAA Web site, and is viewed by both job seekers and organizations posting position openings.

### For further information, contact:

Jennifer Jackson • Director of Exhibits & Advertising  
1101 Connecticut Avenue, NW, Suite 1100, Washington, DC 20036  
Toll Free: (202) 785-0453 • Fax: (202) 785-1487 • E-mail: [jacksonj@nasfaa.org](mailto:jacksonj@nasfaa.org)



## AD RATES - JAN. 1 - DEC. 31, 2010

All Ad Rates Are Net To NASFAA

### RATES (per 3 months)

Advertising Position	Member	Non-Member
Homepage Plus	\$2,550	\$3,315
Individual Web Center	\$1,050	\$1,365
Career Center	\$1,650	\$2,145

*All web advertisements listed above must be purchased for a minimum of 3 months.*

### SPECIAL DISCOUNTS

If you commit to a 6, 9, or 12 month period, you will receive a discount of up to 15% off of the above-listed rates.

Commitment Period	6 months	9 months	12 months
Percent Discount	5%	10%	15%

### AD SPECIFICATIONS

- Advertisements must be in .GIF format, 125 x 125 pixels, and no larger than 7 kilobytes.
- Advertisements may include the company name and/or logo, company address and/or Internet address.
- Advertisers may use **only static** graphics; animated "moving" or "active" graphics are not permitted.
- When multiple companies purchase the same web advertisement location, the advertisement image will rotate between companies.
- Changes to advertisement are permitted once every two weeks.
- Graphics must be received at least 2 weeks prior to scheduled start date.
- Email graphic to [jacksonj@nasfaa.org](mailto:jacksonj@nasfaa.org)

### BUYER'S GUIDE ENHANCEMENT

All NASFAA Constituent members receive a listing in [NASFAA's Buyer's Guide](#). The Buyer's Guide is the online directory of resources available to financial aid administrators. You may add a logo to your companies listing to enhance the visual appeal of the listing.

**PRICE:** Buyer's Guide Logo      \$425/ 1 year

**SPECS:** Buyer's Guide logo may be in .GIF or JPG format, 125 x 125 pixels, and no bigger than 7 kilobytes.

The Buyer's Guide logo rate is for one year and is not subject to special discounts.



## HOW TO SIGN UP

Please visit our [Online Store](#) to reserve and/or purchase your advertising space now. NASFAA also accepts insertion orders which can be faxed to (202) 785-1487 or emailed to [jacksonj@nasfaa.org](mailto:jacksonj@nasfaa.org).

Before submitting your order, be sure to review [NASFAA's Advertising Terms & Conditions](#). In submitting the order, the advertiser agrees to abide by contract regulations as stated above and NASFAA's terms and conditions.

## PAYMENT

Total billing is due and payable within 30-days of invoice date. Credit Cards are also accepted. Advertising rates subject to change without notice unless prior advertising commitment received.

**Before submitting your order, be sure to review [NASFAA's Advertising Terms & Conditions](#) on page four of the rate card. In submitting the order, the advertiser agrees to abide by contract regulations as stated above and NASFAA's terms and conditions.**

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# Advertising Terms & Conditions

1. Submission of an insertion order for advertising is considered a contract between NASFAA (publisher) and the advertiser.
2. The advertiser or authorized agency must forward all material to NASFAA. in accordance with the deadline schedule and current rate sheets.
3. Advertisements cannot be run without an insertion order.
4. No cancellations are accepted for print ads after the closing date for space.
5. Cancellation schedule for Web and Email advertising is as stated below.
  - Cancel 120 prior to start date – 30% of invoiced amount due
  - Cancel 90 days prior to start date – 40% of invoiced amount due
  - Cancel 60 days prior to start date – 50% of invoiced amount due
  - No cancellation accepted less than 60 days prior to the start date
6. Ads unable to run in an issue will be given first priority in the next available issue.
7. The opportunity to make revisions is not guaranteed for material received after the closing date for ad/art.
8. NASFAA reserves the right to review and possibly reject all advertising.
9. NASFAA does not guarantee any given level of circulation or readership for an advertisement.
10. Advertisers and advertising agencies assume liability for all content, including text and illustrations of banners or advertisements, and also assume responsibility for any claims arising therefrom made against NASFAA including costs associated with defending against such a claim. The advertiser and advertising agency agree to hold NASFAA harmless for any claims made against it by reason of advertiser's advertisement.
11. NASFAA reserves the right to insert the word "advertisement" above or below any copy.
12. NASFAA shall be under no liability for its failure, for any cause, to insert an advertisement or for any error in any advertisement.
13. Charges for changes from original layout and copy will be based on current composition rates.
14. Cancellations, changes, or corrections must conform to published deadlines.
15. NASFAA does not assume any liability for the return of printing material in connection with advertising unless specific written request is received to hold such material subject to order for a period not exceeding 60 days.
16. Agreements, conditions, rates, or regulations not set forth or described here or in the current rate sheets will not be binding.
17. Payment is expected within 30 days of the advertisement being posted to web site, included in *Today's News* or printed in *Student Aid Transcript*.

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