

2010 Today's News Advertising

(Rates Valid Jan. 1 – Dec. 31, 2010)

An award-winning daily email, *Today's News* is sent to more than 15,000 individuals and is **rated by members as one of the most valued services NASFAA provides**. *Today's News* covers financial aid, current events, including legislation, regulation, research, training, conferences, news of the Association, media articles, and job openings.

Today's News is e-mailed daily. Each e-mail includes ten advertiser positions.

Added Value: In addition to your button ad, you also receive a 50-word description that is rotated daily with the other advertisers in the "Brought To You Buy" box at the top of *Today's News* e-mail.

SAMPLE

Today's News from NASFAA

Brought To You Buy:
(advertiser's 50-word description rotates between advertisers each day)

HEADLINES

HEOA Reporting and Disclosure Requirements
A working group established by the National Center for Education Statistics' (NCES) has issued a paper to help colleges and universities identify and meet their obligation to disclose information as required under the HEA (as amended by the Higher Education Opportunity Act of 2008). The document includes suggestions to help institutions make the HEA-required disclosure information more accessible and understandable to consumers and more comparable across institutions.

NATIONAL NEWS

Why Does College Cost So Much? (Motley Fool)
"Two William & Mary professors tackle the 'hot-button issue' of the skyrocketing cost of higher education in a new book to be published by Oxford University Press next year," *Motley Fool* reports. Author David Feldman says that he and his colleague Robert Archibald have developed new evidence suggesting that increases in federal financial aid actually lower the list price of tuition.

Advertising
Are you also interested in print advertising, electronic or NASFAA Web Advertising? Contact, jacksonj@nasfaa.org to learn more.

Continuation of Articles
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Position 1

Position 2

Position 3

Position 4

Position 4

Position 5

Position 6



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

All Ad Rates Are Net To NASFAA

RATES (per 3 months)

Advertising Position	Member	Non-Member
Position 1	\$3,600	\$4,680
Position 2	\$3,000	\$3,900
Position 3	\$2,700	\$3,510
Position 4	\$2,400	\$3,120
Position 5	\$2,100	\$2,730
Position 6-10	\$1,800	\$2,340

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%

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.

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.

advertising

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.
- Changes to advertisement are permitted once every two weeks.
- Graphics must be received at least 2 weeks prior to scheduled start date.
- Email graphic, URL and 50-word description to jacksonj@nasfaa.org

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



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*.

Before submitting your order, be sure to review NASFAA's Advertising Terms & Conditions listed above. In submitting the order, the advertiser agrees to abide by contract regulations and NASFAA's terms and conditions.

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