

2010 Student Aid Transcript Advertising

Student Aid Transcript, NASFAA's award-winning magazine, is a forum for management and student aid issues. *Transcript* is one of NASFAA's most popular member benefits. .

NEW

Today's reader demands variety in content and format. For 2010, in addition to hard copy, NASFAA will offer a new, dynamic digital version of the magazine.

Your print ad in *Student Aid Transcript* will be included in digital edition for FREE and will include FREE live Web links to your site. This version, including your ads and links, will be archived and accessible to all members through the NASFAA website.

You can also enhance your digital ad with an embedded video or audio file.

Distribution: 6,000 financial aid professionals receive hard copies, and there is a significant pass through rate within the financial aid office and elsewhere on campus. More than 15,000 members also receive an email announcement and link to our digital version.

All ads will be included in the digital version and there will be an advertisers index (with live web links) on the magazine home page.

Current and previous issues will be available to NASFAA members 24/7, including your ad and a live link direct to your site.

As a *Transcript* advertiser you will also receive:

- a link on the *Student Aid Transcript* area of the NASFAA Web site,
- a link in the *Student Aid Transcript* email sent to members, and
- a URL listing in the ad index in the print and electronic versions of the magazine.

If you want maximum exposure for your product, service, or school add Student Aid Transcript to your marketing plan.

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

All Ad Rates are Net to NASFAA

	Member		Non-Member*	
	4-Color	B/W	4-Color	B/W
Inside Front Cover (Cover 2)	\$ 3,215	\$ ---	\$ 4,180	\$ ---
Inside Back Cover (Cover 3)	2,958	---	3,845	---
Back Cover (Cover 4)	3,344	---	4,347	---
Spread	3,858	3,473	5,015	4,514
Facing Table of Contents	2,958	---	3,845	---
Full Page	2,572	2,315	3,344	3,010
2/3 Page	2,058	1,853	2,675	2,408
1/2 Page	1,672	1,505	2,174	1,957
1/3 Page	1,201	1,081	1,561	1,405

*Contact Jennifer Jackson at (202) 785-6946 about membership options.

Add video/audio to digital version of your ad for only \$350 per issue!.

Also, ask us about bind-in inserts & polybagging .

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SPECIAL DISCOUNTS

When purchasing your advertisement, If you commit in advance to two or three advertisements within the calendar year, you will receive a discount of up to 15% as shown below.

Commitment	2 Issues	3 Issues
Discount	10%	15%

PRODUCTION SCHEDULE

	Media	Editorial Focus	Insertion Order Due	Ad Copy Due	Mailing/E-mailing Date
Issue 1	Printed/Digital		1/18/10	1/25/10	3/1/10
Issue 2	Digital	Technology	5/17/10	5/25/10	7/1/10
Issue 3	Printed/Digital		9/16/10	9/23/10	11/1/10

PRINT SPECIFICATIONS

Magazine Trim Size: 8 ½ x 11

Paper: 70# Gloss, sheet fed

Quantity: Print 6,000; Digital 15,000

Color: Four-Color Process

Ad Dimensions

Full Page or Cover with Bleed:	8 3/4" wide x 11 1/4" high
Full Page or Cover, Non-Bleed:	7 1/2" wide x 10" high
Spread with Bleed:	17 1/4" wide x 11 1/4" high
Spread, Non-Bleed:	15" wide x 10" high
2/3 Page:	4 3/4" wide x 10" high
1/2 Page:	7 1/2" wide x 4 1/2" high
1/3 Page:	2 3/8" wide x 11" high

MECHANICAL REQUIREMENTS

Ad Copy: High resolution (300 dpi) PDF file with fonts & graphics embedded preferred. Upload file to NASFAA website. Email confirmation will be sent upon receipt each file.

Video/Audio Files: Provide video files in Flash 8 FLV or in Quicktime format. For best results, use resolutions between 320 x 240 to 640 x 480. Please supply all music or audio as MP3 files. Playback should be no longer than 90 seconds.

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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.

For further information, contact:

Jennifer Jackson
Director of Exhibits & Advertising
NASFAA
1101 Connecticut Avenue, NW, Suite 1100
Washington, DC 20036
Toll Free: (202) 785-6946 • Fax: (202) 785-1487
Email: 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 there from 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 website, included in *Today's News* or printed in *Student Aid Transcript*.

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