ADVERTISING WITH NASFAA 2013

NASFAA

NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

2013 NASFAA Online & Email Advertising Ratecard

What is NASFAA?

NASFAA is the largest postsecondary education association with institutional membership in Washington, D.C., and the only national association with a primary focus on student aid legislation, regulatory analysis, and training for financial aid administrators in all sectors of post-secondary education. No other national association serves the needs of the financial aid community better or more effectively.

Who are NASFAA members?

NASFAA members include more than 18,000 financial aid professionals at nearly 3,000 colleges, universities, and career schools across the country. If you want to reach the financial aid community, including decision-makers, you have come to the right place!

When you advertise with NASFAA, you reach:

- Vice Presidents
- Directors
- Managers
- Enrollment Managers
- Advisors
- Business Officers
- Loan Managers
- Admissions Staff
- and many more with an interest in financial aid programs

Why use NASFAA to reach the financial aid community?

Advertising with NASFAA offers the ideal promotional opportunity. It offers you a chance to move beyond the transactional to ally your products with the most valued organization in the industry and to build relationships grounded in respect, trust, and community. In a challenging environment, marketing is even more critical to your bottom line. Solid relationships, trust, and respect can help keep your business strong while perceived 'fly-by-night' companies are closing their doors.

What promotional opportunities are available from NASFAA?

Throughout the year NASFAA produces an information-packed, award-winning website at www.NASFAA.org, and a daily news email, *Today's News*. NASFAA also holds a leadership conference and annual conference, which provide face-to-face access to members. Additional opportunities can be found on the NASFAA website. A separate ratecard is available for conference exhibiting, sponsoring, and advertising.

Website Advertising

Easy to navigate, rich in content and updated daily, the NASFAA website is your window into the world of financial aid. Advertising positions are available in members-only areas, as well as public areas of the website allowing you to target your advertising to meet your organizational needs.

Members Channel

The **MOST** viewed area on the NASFAA website, with over a million page views in the first nine months of this year alone! The Members Channel includes exclusive password-protected content such as the web version of *Today's News*, Featured Topics, Professional Practice Tools, Program Guidance, Membership Management, and selected public content including Professional Development Opportunities. Advertising opportunities are limited to members only.

Home Page Package

With the Home Page Package, you're banner advertisement will be featured on the following pages of the NASFAA website, all available to the public without requiring login:

- **Home Page** – where it all begins. One of the most visited pages on the NASFAA website.
- **Login Page**
- **Search results pages**
- **Journal of Student Financial Aid** – the online edition of the most prestigious publication on student aid research, includes current and archived editions.

Career Center

Also one of the most popular areas of the NASFAA website, the Career Center is available to both members and non-members.

States & Regions Channel and the Resources Area

A dynamic duo! The States & Regions Channel is targeted to financial aid professionals who are also active in their state and regional associations, providing easy access to information and events. If you want to reach the leaders of the state and regional associations, this is a great place to start. The Resources Area includes our comprehensive nationwide Events Calendar and other resources available to both the members and the public.

Students, Parents, & Counselors Channel

This area houses excellent public resources on financial aid programs, such as Who Gives Financial Aid, Tips for Being a Smart Consumer, and numerous Counseling Resources. If you want to reach parents, students, and counselors – in addition to NASFAA members – check it out now before this popular area is taken.

The Students and Parents Channel has limitations on the content of ads that can be run. Currently we run Public Service announcements for free. Purchased ads need to meet certain conditions and must be approved by management.

National Conference

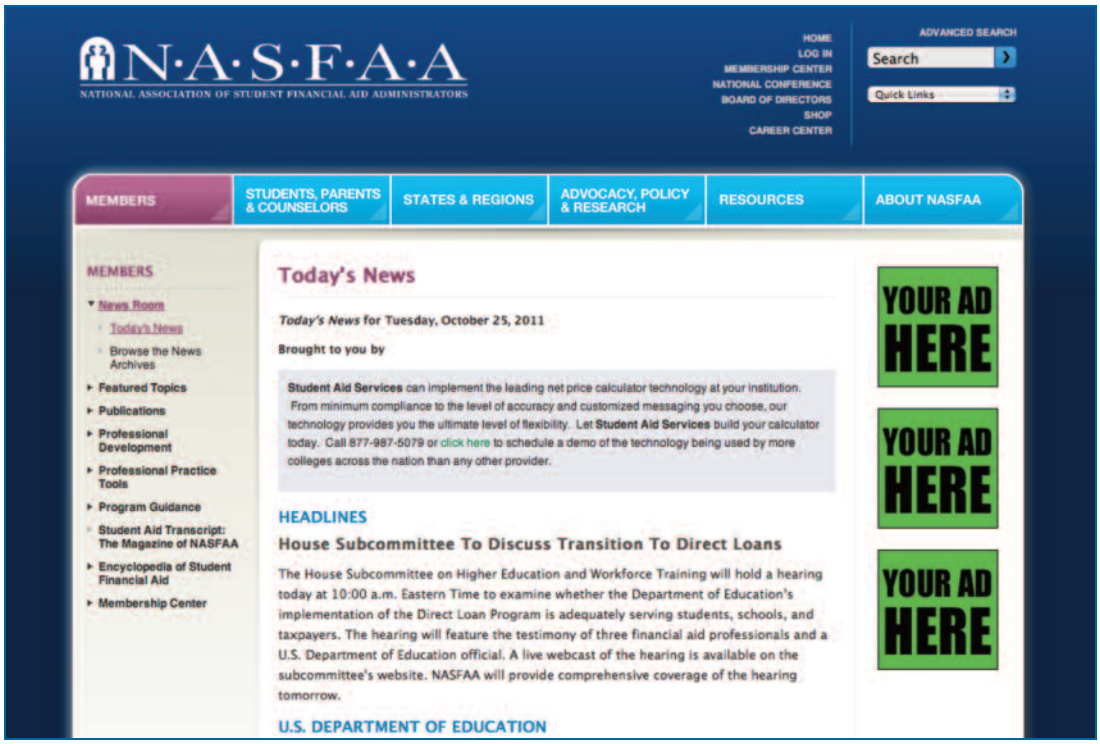
A website all to itself, the National Conference website is a popular destination for members and non-members. The 2013 Conference website will be launched in January. Advertising opportunities are limited to exhibitors and sponsors. A separate rate card is available.

Leadership Conference

This web area is available to members and conference participants between December and March each year. Conference participants are leaders at the state and regional level. Advertising opportunities are limited to sponsors. A separate rate card is available.

Website Advertising

Example: Members Area with 125 x 125 pixel banner ad



Example: Home Page with 125 x 250 pixel banner ad

Advertising Rates

January 1 – December 31, 2013

Advertising Placement (per 3 months)	125x125 Member	125x125 Non- Member	125x250 Member	125x250 Non- Member
Member Channel*	$3,365	n/a	$3,895	n/a
Home Page Package**	n/a	n/a	$3,895	n/a
Career Center	$3,365	$6,730	$3,895	$7,790
States & Regions Channel and Resources Area	$2,695	$5,395	$3,195	$6,395
Students, Parents, and Counselors Channel***	$1,685	$ 3,375	$2,195	$4,395
National Conference				See separate ratecard
Leadership Conference				See separate ratecard

If you commit to a 6, 9, or 12 month period, you get up to 15% off the published rates!

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

**The Member Channel is limited to member advertisers only.*

***The Home Page Package is limited to one member advertiser per 3-month time period.*

**** The Students and Parents Channel has limitations on the types of ads that can be run. Pre-approval is required.*

Specifications:

- Images for nasfaa.org must be in .GIF format, no larger than 125 wide x 250 high, and no larger than 7 kilobytes.
- Four-color images with transparent backgrounds are preferred, but not required. Rotating images may be permitted by request, subject to limitations on transition effects and speed (please inquire).
- Advertisements will be placed in descending order based on date order received.
- A maximum of two, 250-pixel-high ads per page at one time will be sold.
- Changes to advertisement are permitted once a month.
- Graphics must be received at least 2 weeks prior to scheduled start date.
- Email your graphic and hyperlink URL to Jennifer Jackson at jacksonj@nasfaa.org.
- All ad rates are net to NASFAA.
- See advertising terms and condition prior to finalizing your order.

Email Advertising

Our daily email newsletter, *Today's News*, has a circulation of over 16,000 individuals and is rated by members as the most valuable service NASFAA provides. NASFAA members rely on *Today's News* to get the latest updates on student aid legislation, regulations, research and job openings.

In addition to your 125 x 125 ad on the right side, you also receive a 50-word description that is rotated daily with the other advertisers in the "Brought to You By" box at the top of *Today's News* e-mail.

"Brought to You By" Box

Banners Along Right Side

Advertising Position

(per 3 months)	Member	Non-Member
Position 1	$ 4,875	$ 9,320
Position 2	$ 3,875	$ 7,765
Position 3	$ 3,490	$ 6,985
Position 4	$ 3,100	$ 6,220
Position 5	$ 2,725	$ 5,430
Position 6-10	$ 2,335	$ 4,655

If you commit to a 6, 9, or 12 month period, you get up to 15% off the published rates!

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

Specifications:

- Advertisements must be in .GIF format, no larger than 125 x 125 pixels, and no larger than 7 kilobytes.
- Four-color images with transparent backgrounds are preferred, but not required.
- Advertisers may use only static graphics; animated "moving" or "active" graphics are not permitted.
- Changes to advertisement are permitted once a month.
- Graphics must be received at least 2 weeks prior to scheduled start date.
- Email graphic, hyperlink URL, and 50-word description together to Jennifer Jackson at jacksonj@nasfaa.org.
- All ad rates are net to NASFAA.
- See advertising terms and condition prior to finalizing your order.

Buyer's Guide Enhancement

All NASFAA Constituent Members receive a complimentary listing in the NASFAA Buyer's Guide. The Buyer's Guide is the online directory of resources available to financial aid administrators. For an additional fee, you can add a logo to enhance the visual appeal of your company's listing.

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

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

Specifications:

- Buyer's Guide logo may be in .GIF or JPG format, no larger than 125 x 125 pixels, with a transparent background, and no bigger than 7 kilobytes.
- Please email your logo to Jennifer Jackson at jacksonj@nasfaa.org.
- All ad rates are net to NASFAA.
- See advertising terms and condition prior to finalizing your order.

Advertising Terms and Conditions

Before submitting your order, be sure to review NASFAA's Advertising Terms & Conditions listed below. In submitting your order, the advertiser agrees to abide by contract regulations and NASFAA's terms and 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 will be accepted less than 60 days prior to the start date
6. Ads unable to run as requested will be given first priority in the next available space.
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, including ads that conflict with products and services NASFAA offers.
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 prior to placement. Advertising agencies are granted 30 days after the advertisement has been posted to web site or included in *Today's News*.

NASFAA Advertising Contract

NASFAA
NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

1. Contact Information

Advertiser/Company Name:		
Contact Name:	Title:	
Address:		
City:	State:	Zip:
Phone:	Fax:	Email:
Agency*:	Contact Name:	
Address:		
City:	State:	Zip:
Phone:	Fax:	Email:
Contact for Artwork Questions: ❑ Agency ❑ Advertiser	Contact for Billing Questions: ❑ Agency ❑ Advertiser	
Is the advertiser/company a member of NASFAA? ❑ Yes ❑ No	If no, please select non-member rates. Membership status will be verified prior to ad run.	

** If Applicable*

2. Website Advertising

Advertising Package	Duration (Months)				Banner Ad Size		Cost
Home Page Package	❑ 3	❑ 6	❑ 9	❑ 12	❑ 125x125	❑ 125x250	
Members Area	❑ 3	❑ 6	❑ 9	❑ 12	❑ 125x125	❑ 125x250	
National Conference	❑ 3	❑ 6	❑ 9	❑ 12	❑ 125x125	❑ 125x250	
States & Regions and Resources Area (includes Career Center)	❑ 3	❑ 6	❑ 9	❑ 12	❑ 125x125	❑ 125x250	
Students, Parents, & Counselors	❑ 3	❑ 6	❑ 9	❑ 12	❑ 125x125	❑ 125x250	
Buyer's Guide Enhancement	12 months ($425.00)				N/A		
						Subtotal A:	

3. Today's News Email Advertising

Requested Position Number:	Duration (Months):	❑ 3	❑ 6	❑ 9	❑ 12	**Subtotal B:**	

TOTAL ADVERTISING COST **(Subtotals A+B):**	

The advertiser or authorized agency must forward all material to NASFAA in accordance with the deadline schedule and current rate card. In signing, the advertiser agrees to abide by the contract regulations as stated in the current rate card and the terms and conditions in the current rate card.

Advertiser Authorized Signature Date

NASFAA Representative Date

Jennifer Jackson | Director of Meetings & Live Events | 202.785.6946 | jacksonj@nasfaa.org

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