

Financial
Aid Director:
4-Year Public
University

Financial
Aid Assistant
Director:
Community
College

Associate
Director of
Financial Aid
Systems

Director of
Financial Aid:
Private
Institution

Financial
Aid Counselor:
4-Year Public
University



**NEW
ADVERTISING
OPPORTUNITIES
FOR 2017**

ADVERTISE WITH NASFAA

OUR MEMBERS ARE YOUR TARGET AUDIENCE

2016-17

PUBLISHED SEPTEMBER 2016



NASFAA

NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

About 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.

Reach NASFAA Members – Your Target Market

NASFAA members include more than 20,000 financial aid professionals at nearly 3,000 colleges, universities, and career schools across the country. NASFAA member institutions serve nine out of every ten undergraduates in the U.S. 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

The Financial Aid Community Trusts NASFAA

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.

Choose a Marketing Program that Fits Your Needs

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.

Website Advertising

Easy to navigate, rich in content and updated daily, NASFAA's updated website is your window into the world of financial aid.

Home Page

The most visited page on the NASFAA website: Two choices for maximum exposure. See example on page 4.

- **Home Page: Center stage**—large ad on center of home page. (1 advertiser per 3 months)
- **Home page: Right sidebar ad** (up to 6 advertisers dependent upon size)

Today's News

The online home of the daily newsletter; includes all available website editions (does not include all individual articles). See example on page 4.

Training & Events

Includes all subpages listed under this menu option including NASFAA University, Webinars, and Core (does not include National Conference or Leadership & Legislative Expo sites).

Tools & Resources

Includes all sub-pages listed under this menu option including AskRegs, Policies & Procedures Tools, and Self-Evaluation Guide (does not include the Student Aid Index).

Students, Parents & Counselors Section

An excellent public resource on financial aid programs, such as Who Gives Financial Aid, Tips for Being a Smart Consumer, and numerous counseling resources. Includes all sub-pages listed under this menu option (Ads must meet certain conditions and be approved by NASFAA management).

Utility Pages

Includes Search, Suggested Content, Favorites and Log-In. Unique opportunities exist for ad placement on the NASFAA Career Center, a separate partner site. Contact nokesm@nasfaa.org if you're interested in these advertising spaces.

2017 NASFAA National Conference

A separate website from NASFAA.org. Members and nonmembers visit all year. Advertisement appears on home page and all main menu pages.

2017 Leadership & Legislative Conference & Expo

A separate website from NASFAA.org targeted specifically to Members & non-Members interested in attending this event. Advertisement appears on home page and all main menu pages.

Example: Home Page with Center Stage 400 x 180, 120 x 90, and 120 x 240 pixel banner ads



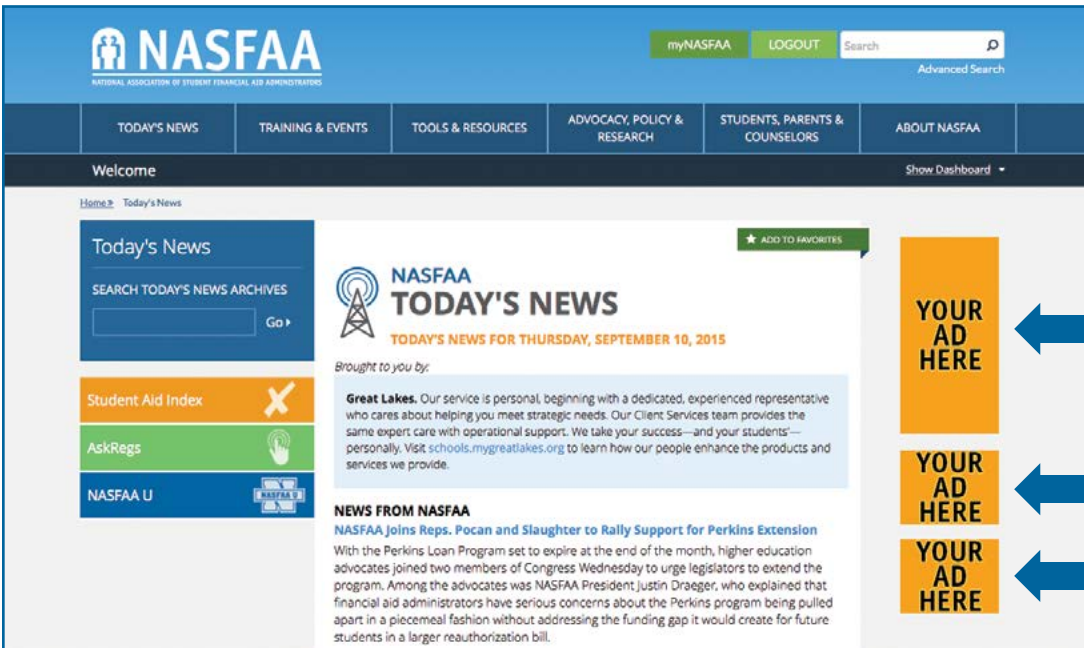
Home Page Advertising:

400x180

120x90

120x240

Example: Today's News with 120 x 240 and 120 x 90 pixel banner ads



120x240

120x90

120x90

Website Advertising Rates (per 3 months)

January 1 - December 31, 2017

	400 x 180			
	Member	Non-Member		
Home Page Center Stage Ad	\$4,500	\$6,500		
	120 x 240		120 x 90*	
	Member	Non-Member	Member	Non-Member
Home Page Right Side-Bar	\$2,900	\$5,800	\$2,400	n/a
Today's News	\$3,895	n/a	\$3,395	n/a
Training & Events	\$2,900	n/a	\$2,400	n/a
Tools & Resouces	\$2,900	n/a	\$2,400	n/a
Student, Parents, & Couselors	\$2,195	\$4,390	\$1,685	\$3,370
Career Center	\$2,900	\$5,800	\$2,400	\$4,800
Utility Pages	\$2,900	\$5,800	\$2,400	\$4,800
	120 x 240			
	Member	Non-Member		
NASFAA National Conference**	\$6,000	\$12,000		
Leadership & Legislative Expo	\$2,900	\$5,800		

* Up to 6 advertisers at 120x90 size. Maximum ad size is 120 x 540. If space is available, a company may combine ads spaces and opt for a taller ad at a discounted rate.

** 12 month run/1 advertiser

Specifications:

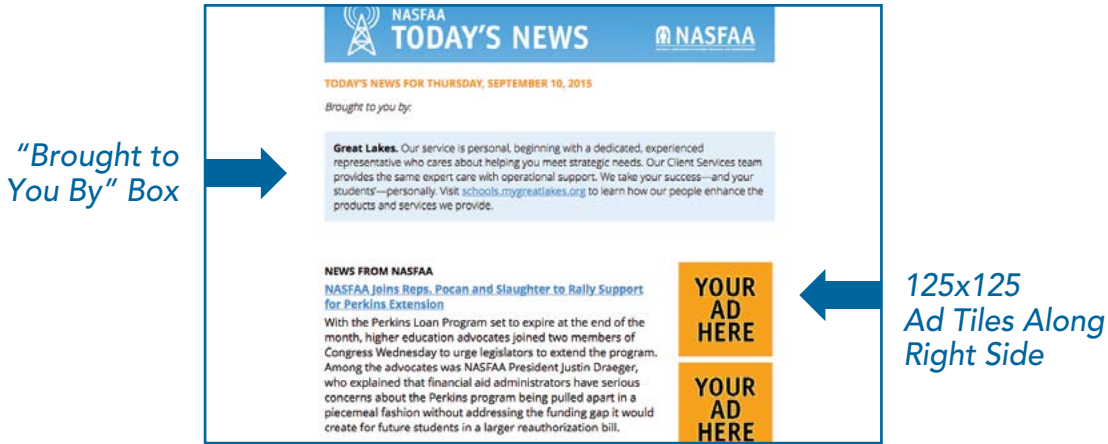
- Images for nasfaa.org must be in .GIF, .PNG, or .JPG format, no larger than 7 kilobytes.
- Four-color images with transparent backgrounds are preferred, but not required. Rotating images may be permitted by request, subject to limitations on transition effects and speed (please inquire).
- Advertisements will be placed in descending order based on date order received.
- A maximum of two, 240-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 Mary Nokes at nokesm@nasfaa.org and Laura Aberant at aberantl@nasfaa.org.
- All ad rates are net to NASFAA.
- See advertising terms and conditions prior to finalizing your order.

Email Advertising



Our daily email newsletter, *Today's News*, has a circulation of over 20,000 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* email.



Advertising Position

(per 3 months)

	Member	Non-Member
Position 1	\$ 5,119	\$ 9,786
Position 2	\$ 4,069	\$ 8,153
Position 3	\$ 3,665	\$ 7,334
Position 4	\$ 3,255	\$ 6,531
Position 5	\$ 2,861	\$ 5,702
Position 6-10	\$ 2,452	\$ 4,888

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, .PNG, or .JPG 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 Mary Nokes at nokesm@nasfaa.org and Laura Aberant at aberantl@nasfaa.org.
- All ad rates are net to NASFAA.
- See advertising terms and conditions prior to finalizing your order.

Buyer's Guide Enhancement

All NASFAA Associate 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, .PNG, 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 Mary Nokes at nokesm@nasfaa.org.
- All ad rates are net to NASFAA.
- See advertising terms and condition prior to finalizing your order.

Advertising Terms & 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 website or included in *Today's News*.

NASFAA Advertising Contract



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: <input type="checkbox"/> Agency <input type="checkbox"/> Advertiser		Contact for Billing Questions: <input type="checkbox"/> Agency <input type="checkbox"/> Advertiser	
Is the advertiser/company a member of NASFAA? <input type="checkbox"/> Yes <input type="checkbox"/> No <small>If no, please select non-member rates. Membership status will be verified prior to ad run.</small>			

* If Applicable

2. Today's News Email Advertising

Requested Position Number:	Duration (Months):	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	Subtotal A:	
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3. Website Advertising

Advertising Package	Duration (Months)				Banner Ad Size	Cost
Home Page Center Stage Ad	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 400x180	
Home Page Right Sidebar	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240 <input type="checkbox"/> 120x90	
Today's News Website Page	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240 <input type="checkbox"/> 120x90	
Training & Events	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240 <input type="checkbox"/> 120x90	
Tools & Resources	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240 <input type="checkbox"/> 120x90	
Students, Parents, and Counselors	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240 <input type="checkbox"/> 120x90	
Utility Pages	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240 <input type="checkbox"/> 120x90	
2017 NASFAA National Conference	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240	
Leadership & Legislative Conference & Expo	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x240	
Buyer's Guide Enhancement	12 months (\$425.00)				N/A	
Subtotal B:						

TOTAL ADVERTISING COST	(Subtotals A+B):	
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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
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Mary Nokes | Exhibits, Advertising, and Meetings Coordinator | 202.785.6958 | nokesm@nasfaa.org

**The National Association of Student
Financial Aid Administrators (NASFAA)
provides professional development
for financial aid administrators;
advocates for public policies
that increase student access and
success; serves as a forum on
student financial aid issues,
and is committed to diversity
throughout all activities.**

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NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

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