



ADVERTISE WITH NASFAA

OUR MEMBERS ARE YOUR TARGET AUDIENCE

2021

UPDATED JULY 2020

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 postsecondary 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 28,000 financial aid professionals at nearly 3,000 colleges, universities, and career schools across the country. NASFAA member institutions serve nine out of every 10 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.

Customize Your Advertising Program to Fit Your Needs

- **Get your message front and center.** NASFAA’s website is a wealth of information for financial aid administrators, campus leadership, higher education advocates, parents, and students. Place an ad on NASFAA.org to get more eyes on your update.
- **Reach a captive audience of 25,000+.** *Today’s News*, NASFAA’s popular e-newsletter, gets distributed each weekday morning to more than 25,000 subscribers in financial aid offices across the country.
- **Connect with decision makers.** NASFAA’s National Conference website presents a great opportunity to target your message specifically to financial aid office decision makers. There are also numerous opportunities for sponsorship/exhibitorship each year on-site at the National Conference so you can connect with them face-to-face.
- **Make an impression on the leaders of tomorrow.** NASFAA’s Leadership and Legislative Conference & Expo brings together more than 300 financial aid and enrollment management leaders and future leaders. Exhibit and/or sponsor at the Leadership Conference or advertise on its website to show them how your product or service can help them as they work to advance their skills and processes.
- **Enhance NASFAA members’ learning experience.** Our webinars, which feature experts in the field and experienced NASFAA staff who have worked in financial aid offices around the country, provide in-depth coverage of timely topics. Over the past year, the average number of registrations per webinar was 800, with some webinars garnering upward of 1,200 registrants. Webinar sponsorships are an excellent way for your organization to let members know how your product or service can help with their daily duties.

Visit [nasfaa.org/Corporate Opportunities](http://nasfaa.org/Corporate_Opportunities) for more information.

Website Advertising

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

Homepage

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 3 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 U, Webinars, Testing Center, and Self-Study Guides (does not include National Conference or Leadership & Legislative Expo sites).

Tools & Resources

Includes all sub pages listed under this menu option, including AskRegs, Compliance Resources, and Publications.

Utility Pages

Includes Search, Suggested Content, Favorites, and Log-In.

Career Center Pages

Unique opportunities exist for ad placement on the NASFAA Career Center, a separate partner site. Contact Mary Nokes at nokesm@nasfaa.org if you're interested in these advertising spaces.

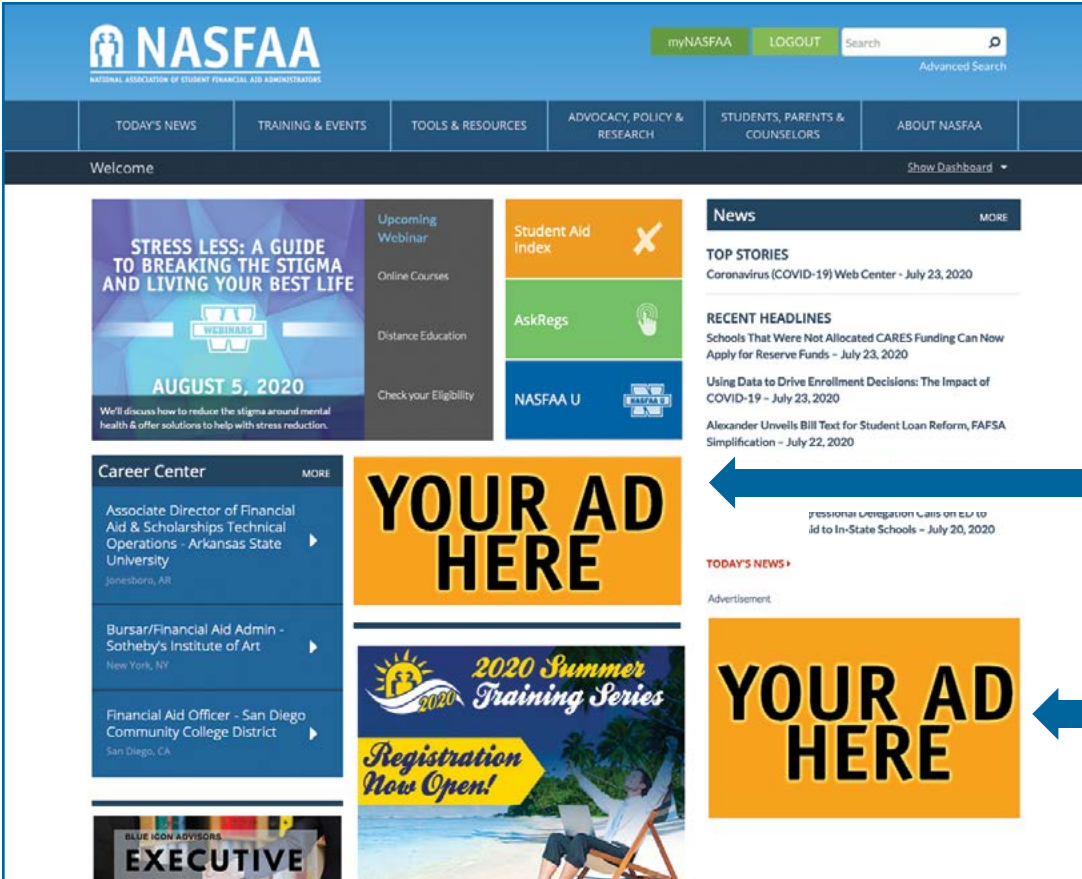
2021 NASFAA National Conference

A separate website from NASFAA.org. Members and non-members visit throughout the year. Advertisement appears on homepage and all main menu pages.

2021 Leadership & Legislative Conference & Expo

A separate website from NASFAA.org targeted specifically to members and non-members interested in attending this event. Advertisement appears on homepage and all main menu pages. Advertising is available from October through February 2021.

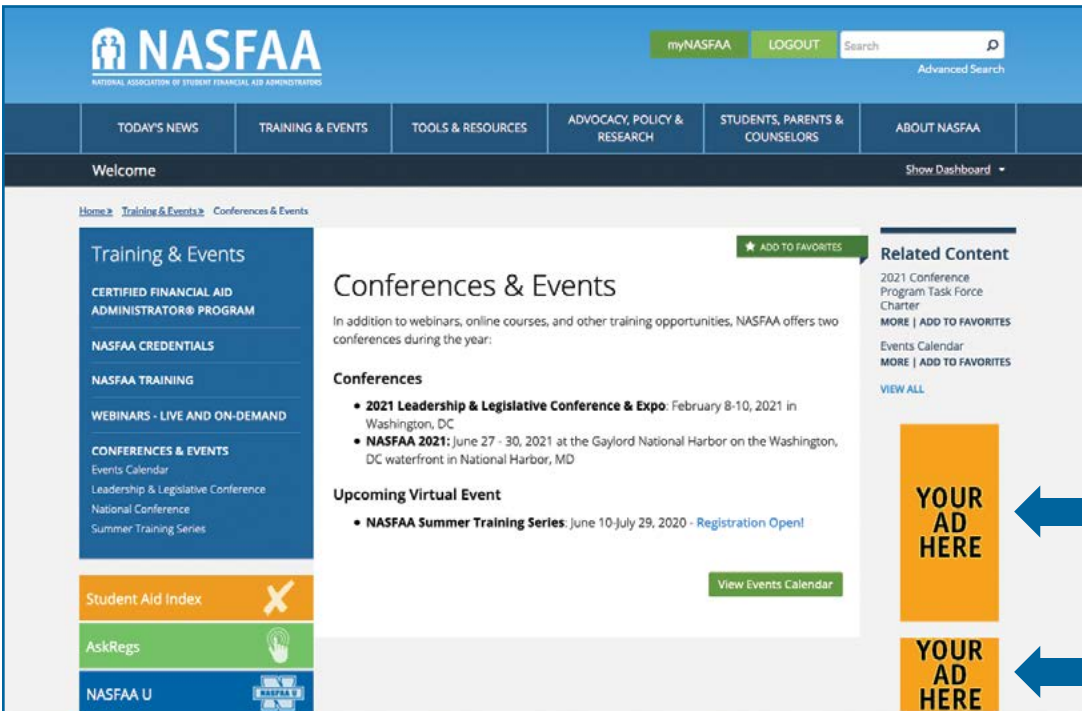
Example: Home Page



Home Page Center:
400x180

Right Hand Side:
120x240
242x240
372x240 (shown)

Example: Events Page



120x240

120x90

*Website Advertising Rates (per 3 months)
January 1 - December 31, 2021*

	400 x 180 Member			
Homepage Center Stage Ad	\$4,500			
	120 x 90* Member	120 x 240 Member	242 x 240 Member	372 x 240 Member
Home Page Right Side-Bar	N/A	\$3,100	\$3,500	\$4,700
Today's News	\$3,395	\$3,895	—	—
Training & Events	\$2,400	\$2,900	—	—
Tools & Resouces	\$2,400	\$2,900	—	—
Career Center	\$2,400	\$2,900	—	—
Utility Pages	\$2,400	\$2,900	—	—
NASFAA National Conference	—	\$3,000	—	—
Leadership & Legislative Expo (October - March)	—	\$2,000	—	—

If space is available, a company may combine ads spaces and opt for a taller ad at a discounted rate. Non-Member pricing additional 30% premium of member rates.

Specifications:

- Images for NASFAA.org must be in .GIF, .PNG, or .JPG format.
- Four-color images with transparent backgrounds are preferred, but not required.
- 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 two weeks prior to scheduled start date.
- Email your graphic and hyperlink URL to both 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



NASFAA

TODAY'S NEWS DAILY NEWSLETTER

Our daily email newsletter, *Today's News*, has a circulation of over 25,000 subscribers 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 at no additional charge a 50-word description that is rotated daily with the other advertisers in the "Brought to You By" box at the top of the *Today's News* email.

"Brought to You By" Box



125x125 Ad Tiles Along Right Side

Advertising Position

(per 3 months)

	Member
Position 1	\$5,565
Position 2	\$4,390
Position 3	\$3,960
Position 4	\$3,530
Position 5	\$3,100
Position 6-10	\$2,700

Discount for 12-Month Contracts: 5%

Non-Member pricing additional 30% premium of member rates.

Specifications:

- Advertisements must be in .GIF, .PNG, or .JPG format and no larger than 125 x 125 pixels.
- Four-color images with transparent backgrounds are preferred, but not required.
- Changes to advertisement are permitted once a month.
- Graphics must be received at least two weeks prior to scheduled start date.
- Email graphic, hyperlink URL, and 50-word description together to both 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.
- 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*.

2021 NASFAA Advertising Contract



1. Contact Information

Advertiser/Company Name:			
Contact Name:		Title:	
Address:			
City:		State:	Zip:
Phone:	Fax:		Email:
Agency (If Applicable):		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	

2. Today's News Email Advertising

Requested Months:	<input type="checkbox"/> Jan-March	<input type="checkbox"/> April-June	<input type="checkbox"/> July-Sep	<input type="checkbox"/> Oct-Dec
Requested Position Number:	Duration (Months): <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 9 <input type="checkbox"/> 12 (include 5% discount):			
Subtotal A:				

3. Website Advertising

Advertising Package	Duration (Months)				Banner Ad Size	Cost
Homepage Center Stage Ad	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 400x180	
Homepage 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"/> 242x240 <input type="checkbox"/> 372x240	
Today's News Website Page	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x90 <input type="checkbox"/> 120x240	
Training & Events	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x90 <input type="checkbox"/> 120x240	
Tools & Resources	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x90 <input type="checkbox"/> 120x240	
Utility Pages	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x90 <input type="checkbox"/> 120x240	
Career Center	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x90 <input type="checkbox"/> 120x240	
NASFAA National Conference	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	<input type="checkbox"/> 120x90 <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"/> 120x90 <input type="checkbox"/> 120x240	
Buyer's Guide Enhancement	12 months (\$425.00)				N/A	
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
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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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