

# National Association of Educational Procurement Media Kit



**REACH NAEP MEMBERS THAT  
SPEND BILLIONS ON PRODUCTS AND  
SERVICES A YEAR!**

*Education Procurement Journal / EP Journal Website  
NAEP Online eNewsletter / NAEP Website Advertising*

FOR MORE INFORMATION, PLEASE CONTACT:

**Nick Manis**

Publication Director  
nmanis@naylor.com  
(770) 576-2638

**NAEP**  
National Association of  
Educational Procurement

**NAYLOR**   
ASSOCIATION SOLUTIONS



## ABOUT OUR MEMBERS

- Combined our members **spend an estimated \$45 billion a year** on products and services.
- **4 out of 5 members took action** after seeing an ad or editorial content in Education Procurement Journal.
- **3 out of 5 members oversee purchases** for two or more campus locations.
- Our **members rely on** Educational Procurement Journal as a primary source for product information.
- **NAEP members include:**
  - Financial Officers
  - Business Officers
  - Vice Presidents
  - Finance Directors
  - Business Directors
  - Contracting Officers
  - Deans
  - Purchasing Directors
  - Procurement Directors
  - Facilities Directors
  - Managers
  - Buyers

## NAEP AT-A-GLANCE

- We represent **6,000 members at more than 1,000 institutions.**
- We are **the premier association** dedicated to serving higher education purchasing officers.

**Advertise With NAEP Media And Reach Key Decision-Makers At Colleges And Universities Throughout North America. Participate Today!**

Source 2017 NAEP Marketing Questionnaire

### EDUCATIONAL PROCUREMENT JOURNAL



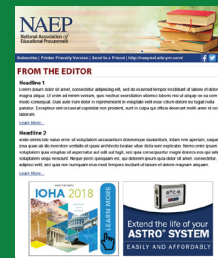
### EP JOURNAL WEBSITE



### NAEP WEBSITE ADVERTISING



### NAEP ONLINE ENEWSLETTER



# EDUCATIONAL PROCUREMENT JOURNAL

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	3-4x
Double Page Spread	\$5,759.50	\$5,029.50	\$4,749.50
Outside Back Cover	\$4,449.50	\$4,059.50	\$3,869.50
Inside FrontCover	\$4,249.50	\$3,859.50	\$3,669.50
Inside Back Cover	\$4,149.50	\$3,289.50	\$3,119.50
Full Page	\$3,959.50	\$3,459.50	\$3,269.50
2/3 Page	\$3,419.50	\$2,989.50	\$2,819.50
1/2-Page Island	\$2,879.50	\$2,519.50	\$2,379.50
1/2 Page	\$2,779.50	\$2,429.50	\$2,289.50
1/3 Page	\$2,159.50	\$1,889.50	\$1,779.50
1/4 Page	\$1,949.50	\$1,689.50	\$1,599.50
1/6 Page	\$1,649.50	\$1,439.50	\$1,359.50
1/8 Page	\$899.50	\$779.50	\$739.50

Black-and-White Rates	1x	2x	3-4x
Full Page	\$3,169.50	\$2,769.50	\$2,619.50
2/3 Page	\$2,739.50	\$2,389.50	\$2,259.50
1/2-Page Island	\$2,359.50	\$2,059.50	\$1,949.50
1/2 Page	\$2,019.50	\$1,759.50	\$1,669.50
1/3 Page	\$1,519.50	\$1,329.50	\$1,259.50
1/4 Page	\$1,159.50	\$1,019.50	\$959.50
1/6 Page	\$919.50	\$799.50	\$759.50
1/8 Page	\$709.50	\$619.50	\$589.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.  
Rates As Of April 2017

## Digital Edition Branding Opportunities

**Leaderboard** | \$3,200

**HTML5 Ad** | \$2,950

**Digital Video Sponsorship** | \$2,450

**Large Digital Insert** | \$2,200

**Medium Digital Insert** | \$1,900

**Rectangle** | \$1,800

**Top TOC Mobile Banner** | \$650

**2nd TOC Mobile Banner** | \$500

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of 07/2018)



# EDUCATION PROCUREMENT JOURNAL:

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |
|--|--|
| <input type="checkbox"/> Amusement Games                             | <input type="checkbox"/> Gift Shops                          |
| <input type="checkbox"/> Architects                                  | <input type="checkbox"/> Golf Course Equipment               |
| <input type="checkbox"/> Athletic Concessions                        | <input type="checkbox"/> Group Purchasing                    |
| <input type="checkbox"/> ATMs  | <input type="checkbox"/> Hairdressers                        |
| <input type="checkbox"/> Bakery, Retail & Production                 | <input type="checkbox"/> Housing: Student, Married & Faculty |
| <input type="checkbox"/> Banking                                     | <input type="checkbox"/> Ice Cream Shop                      |
| <input type="checkbox"/> Billiards                                   | <input type="checkbox"/> ID Cards                            |
| <input type="checkbox"/> Book Companies                              | <input type="checkbox"/> Indoor Recreation                   |
| <input type="checkbox"/> Bookstore Outsourcing                       | <input type="checkbox"/> Intramural Sports Equipment         |
| <input type="checkbox"/> Bookstores                                  | <input type="checkbox"/> Laundry                             |
| <input type="checkbox"/> Bowling                                     | <input type="checkbox"/> Licensing/Trademarks                |
| <input type="checkbox"/> Candy Shop                                  | <input type="checkbox"/> Marketing Services                  |
| <input type="checkbox"/> Car Sharing                                 | <input type="checkbox"/> Office Supplies and Equipment       |
| <input type="checkbox"/> Central Store                               | <input type="checkbox"/> Outdoor Recreation                  |
| <input type="checkbox"/> Child Care Services                         | <input type="checkbox"/> Parking/Transportation Services     |
| <input type="checkbox"/> Coffee Services                             | <input type="checkbox"/> Post Offices/Mailing Services       |
| <input type="checkbox"/> Computer Services                           | <input type="checkbox"/> Printing & Duplicating              |
| <input type="checkbox"/> Computer Stores                             | <input type="checkbox"/> Recycling/Waste Management          |
| <input type="checkbox"/> Computers in Housing                        | <input type="checkbox"/> Retail Stores                       |
| <input type="checkbox"/> Convenience Stores                          | <input type="checkbox"/> Security                            |
| <input type="checkbox"/> Credit Card Services                        | <input type="checkbox"/> Soft Drink Vendors                  |
| <input type="checkbox"/> Delis                                       | <input type="checkbox"/> Student Union                       |
| <input type="checkbox"/> Disaster Preparedness Products/<br>Services | <input type="checkbox"/> Summer Conferences                  |
| <input type="checkbox"/> Facilities Management                       | <input type="checkbox"/> Telecommunications                  |
| <input type="checkbox"/> Faculty Clubs                               | <input type="checkbox"/> Transportation                      |
| <input type="checkbox"/> Fast Food Franchises                        | <input type="checkbox"/> Travel Agency                       |
| <input type="checkbox"/> Food Service                                | <input type="checkbox"/> DVD Rentals/Sales                   |
| <input type="checkbox"/> Furniture                                   | <input type="checkbox"/> Vending                             |
| <input type="checkbox"/> Furniture Repair Services                   | <input type="checkbox"/> Other_____                          |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# EDUCATION PROCUREMENT JOURNAL

## DIGITAL EDITION

### EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Education Procurement Journal is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

#### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop  
Responsive HTML  
Reading View



#### 1 Leaderboard (all views) | \$3,200

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 Rectangle (all views) | \$1,800

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

#### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and subsequent banners show every 3 articles.

#### 3 Top TOC Mobile Banner | \$650

#### 4 2<sup>nd</sup> TOC Mobile Banner | \$500

### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad | \$2,950

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### Digital Video Sponsorship | \$2,450

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$2,200
- Medium Insert | \$1,900

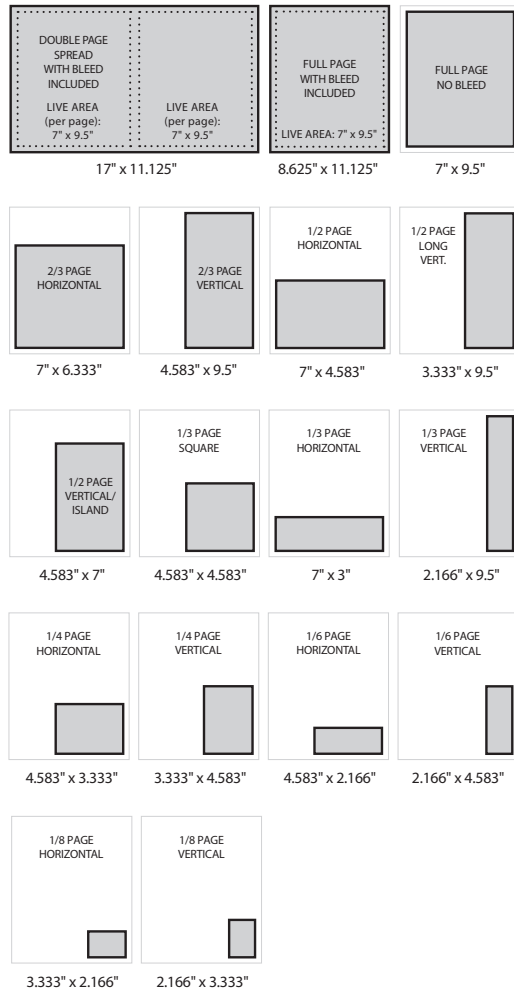
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

# PRINT ADVERTISING SPECIFICATIONS

## EDUCATIONAL PROCUREMENT JOURNAL

### Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

#### Educational Procurement Journal

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flysheets: 8.5" x 11"

### Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# NAEP ENEWSLETTER

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our NAEP Online eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 6,000 decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NAEP publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



[Learn More...](#)

**HRCI is the Engine Behind PHR, SPHR, GPHR.**

**HRCI.**  
THE ENGINE BEHIND  
PHR, SPHR, GPHR.

h  
HR  
CERTIFICATION  
INSTITUTE™

LEARN MORE >

<http://www.mysite.com/stuff>

Advertisement >

### Sponsored Content Ads

12 Months | \$4,120

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

#### FROM THE PRESIDENT

**Headline 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Learn More...](#)

**Headline 2**  
unde omnes iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam

[Learn More...](#)

**Complete Liquid Nutrition:**  
all-in-one source.  
Complete Nutrition. All-in-one. High Quality. High Performance.

Click here for a  
FREE sample kit  
(\$50 value)!

**druckerlabs**  
Cellular Nutrition. Optimal Health.

[www.druckerlabs.com](http://www.druckerlabs.com) • 888-881-2344

### Rectangle Ads 300x 250

12 Months | \$3,860

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Monthly issues will include updates on current trends and hot procurement topics along with commentary from NAEP leaders!

#### REGIONAL MEETINGS

**Headline 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Learn More...](#)

**Headline 2**

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

# WWW.NAEPNET.ORG

## Advertising on the National Association of Educational Procurement Website

[www.naepnet.org/](http://www.naepnet.org/)

Advertising on the National Association of Educational Procurement website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [www.naepnet.org/](http://www.naepnet.org/) to learn about upcoming association events and to discover ways to maximize their NAEP membership. Advertising on [www.naepnet.org](http://www.naepnet.org/) offers several cost-effective opportunities to position your company as a leader in front of an influential group of educational procurement professionals.

### Features of NAEP website advertising:

- Cross-promoted in other NAEP publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



### Leaderboard 728 x 90 | \$3,600

Run of site with 4 rotations.

### Square 250 x 250 | \$2,830

Run of site with 4 rotations.

Online Specifications - For more information, visit:  
<http://www.naylor.com/onlinespecs>

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# EP JOURNAL WEBSITE

## Advertising on the EP Journal Website

Advertising on the *EP Journal* website is the best way to stay in front of NAEP members who are looking to read *Educational Procurement Journal* online and who are looking for previous issues and articles.

## Features of EP Journal website advertising:

- Cross-promoted in other NAEP publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



Empowering Procurement Professionals in Higher Education Since 1921™

**ADVERTISE HERE** Get your message in front of the decision makers that count.

EVENTS & PROGRAMS REGIONS RESOURCES PUBLICATIONS FORUMS CAREER CENTER Search...

**ADVERTISE HERE**

**Banking by Hand - Mobile security and customer service**  
 3 Aug 30, 2012 46 18 Comments 49 62,063 Views  
 Diam 1989 wisi quam lorem vestibulum nec nibh, sollicitudin volutpat at libero litora, ...  
[Read More](#)

**Jack Lew on the New Normal**  
 3 Aug 30, 2012 46 18 Comments 49 62,063 Views  
 Diam 1989 wisi quam lorem vestibulum nec nibh, sollicitudin volutpat at libero litora, ...  
[Read More](#)

**CFPB Updates ATR/QM Rule**  
 3 Aug 30, 2012 46 18 Comments 49 62,063 Views  
 Diam 1989 wisi quam lorem vestibulum nec nibh, sollicitudin volutpat at libero litora, ...  
[Read More](#)

**Teach Children to SAVE DAY**  
 3 Aug 30, 2012 46 18 Comments 49 62,063 Views  
 Diam 1989 wisi quam lorem vestibulum nec nibh, sollicitudin volutpat at libero litora, ...  
[Read More](#)

**ADVERTISE HERE**

Get your message in front of the decision makers that count.

**TOPICS**

- Dodd Frank
- RESPA\_TILA
- Reg Burden
- Data Breaches
- Nec Nibh
- Volutpat Wisi
- Lorem Litora
- Scelerisque
- Dictum Porttitor
- Aenean
- Vestibulum
- Volutpat at libero
- Sollicitudin
- Quam Lorem
- Nec Nibh
- Volutpat Wisi
- Lorem Litora
- Scelerisque
- Dictum Porttitor
- Aenean
- Praesent Lacort

**ADVERTISE HERE**

Get your message in front of the decision makers that count.

**Tweets from @NAEP**

**Tweets**

NAEP National Association of Educational Procurement

## Leaderboard 728 x 90 | \$2,060

Run of site with 2 rotations.

## Skyscraper 160 x 600 | \$1,800

Run of site with 2 rotations.

## Rectangle 300 x 250 | \$1,545

Run of site with 2 rotations.

Online Specifications - For more information, visit:

<http://www.naylor.com/onlinespecs>

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## PAST ADVERTISERS

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Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with National Association of Educational Procurement and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of NAEP

- **ATD-American Co.**
- **B & H Photo-Video Pro Audio, Inc.**
- **Bonfire**
- **CobbleStone Systems Corp**
- **Connection**
- **Cornell Procurement & Payment Services**
- **E&I Cooperative Services**
- **EMED Medical Company**
- **Falcon - Thonet**
- **Fastenal Co.**
- **FedEx Services**
- **Ferguson Facilities Supply**
- **File Bank Inc**
- **Irwin Seating Company**
- **Keystone Purchasing Network & PEPPM  
Technology Bidding**
- **Lippert Components**
- **NASPO ValuePoint**
- **Nightlock**
- **Office Depot, Inc.**
- **Panasonic**
- **PMG Strategic, LLC**
- **SEHI Computer Products**
- **Sourcewell**
- **This End Up Furniture Co., Inc.**