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
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

### Net Advertising Rates

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

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
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### Black-and-White Rates

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### 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

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**

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).
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.

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

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/onlinespecs
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

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
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

Sponsored Content Ads

12 Months | $4,120
- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

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!

For the latest online specs, please visit www.naylor.com/onlinespecs

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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.
Advertising on the National Association of Educational Procurement Website
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/ to learn about upcoming association events and to discover ways to maximize their NAEP membership. Advertising on 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.
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

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.

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