



2012 MEDIA GUIDE

About NACAS

College Services Magazine

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Online Products

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- + NACAS.org Advertising
- + Online Buyers' Guide
- + *NACAS Quarterly* eNewsletter
- + NACAS Conference eNewsletter

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Established in 1969, NACAS is a nonprofit higher education association serving auxiliary service and student support service professionals through a network of more than 2,300 auxiliary services colleagues at 900 colleges and universities in the United States, Canada, Europe and the Middle East. NACAS is the only association that specializes in ALL areas of auxiliary services and serves as the “one-stop” connection for information and insight.

NACAS PROVIDES *THE CONNECTIONS THAT COUNT* to the decision-makers at top universities and colleges. Connect with managers, directors and VP-level executives in areas that include:

- + Auxiliary Services
- + Bookstores/Retail Stores
- + Budget and Purchasing
- + Business Operations
- + Campus Life
- + Communications and Marketing
- + Conference and Visitor Services
- + Finance and Administration
- + Food Services
- + Housing
- + Information Technology
- + Public Safety
- + Student Affairs and Services
- + Transportation

NACAS — TAP INTO THE \$34 BILLION COLLEGE AUXILIARY MARKET

REVENUE GENERATED BY COLLEGE AUXILIARY SERVICES[†]

PUBLIC 4-YEAR AND 2-YEAR | **\$21 BILLION**

7.5% of total revenue to institutions

PRIVATE 4-YEAR AND 2-YEAR (NONPROFIT) | **\$13 BILLION**

8.4% of total revenue to institutions

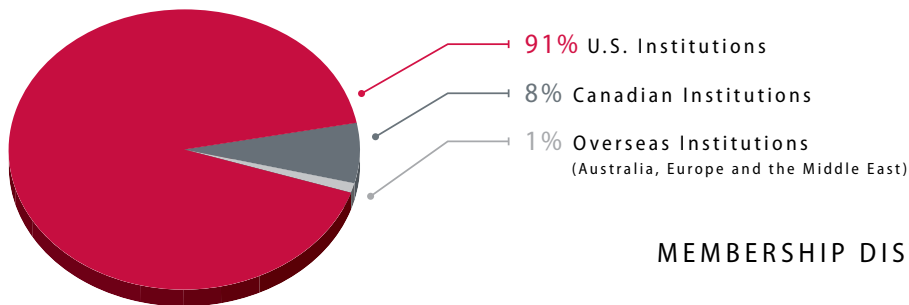
[†] Data Source: 2008 IPEDS, U.S. Department of Education (most current figures available). Includes intercollegiate athletics. Some intercollegiate athletic concession and management revenue is generated by auxiliary services.

REACH YOUR TARGET MARKET

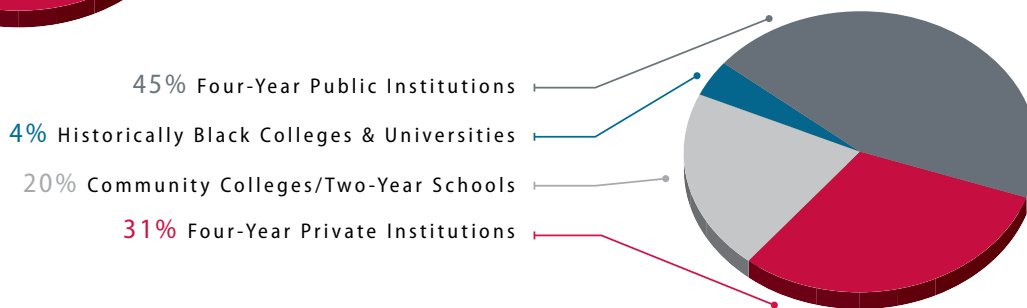
NACAS' communications allow you to effectively target the decision-makers you need to reach. We represent three out of four of the top 50 public and private traditional universities and colleges in the United States based on enrollment numbers. Nine out of the top 10 are members of NACAS:

- + Arizona State University
- + Ohio State University
- + University of Central Florida
- + Miami Dade College
- + Texas A&M University
- + University of Florida
- + Michigan State University
- + The University of Texas at Austin
- + University of Minnesota

MEMBERSHIP GEOGRAPHICS



MEMBERSHIP DISTRIBUTION



- + **Four out of five readers** are either **directors or vice presidents** of their company.
- + More than half of our readers said they **plan on spending more than \$6 million** on products and services in the next 12 months.
- + **90%** of readers are **directly involved** with the **purchasing process**.

College Services MAGAZINE

IN PRINT AND ONLINE:

INTEGRATE YOUR MARKETING MESSAGE AND MAXIMIZE YOUR ADVERTISING INVESTMENT



College Services quarterly magazine enhances and adds synergy to the connections between our members. Readers rely on our official publication to stay in touch with the latest industry trends, updates and membership information, as well as to search for the most qualified product and service providers.

GIVING YOU MORE FOR YOUR ADVERTISING DOLLAR

In addition to print, *College Services* is available as an exact replica in a fully interactive digital version — generating “double distribution” for your advertising dollar. All readers receive the magazine in traditional print format, as well as via e-mail, and each new issue is posted on the official NACAS website. Past issues are also archived on NACAS’ website, ensuring longevity for your online presence.

- + Our advertising rates include BOTH print and online editions.
- + Interactive ads drive decision-makers directly from your ad to your website.
- + eMagazines are easily “forwarded”, providing additional distribution and exposure for you, at no additional cost.
- + Premium positioning opportunities are available that offer the ability to integrate sound, video and animation.



College Services ADVERTISING RATES

ALL RATES INCLUDE eLINK IN DIGITAL EDITION OF MAGAZINE
MEMBERS RECEIVE 5% DISCOUNT OFF OF PUBLISHED RATES

REVISIONS AND PROOFS: \$50.00
POSITION GUARANTEE: 15% Premium

FULL-COLOR RATES

SIZE	1X	2-3X	4X
Double-Page Spread	\$4,729.50	\$4,259.50	\$3,779.50
Outside-Back Cover	\$4,149.50	\$3,829.50	\$3,519.50
Inside Front or Inside Back	\$3,899.50	\$3,579.50	\$3,269.50
Full Page (guaranteed pos.)	\$3,619.50	\$3,249.50	\$2,899.50
Full Page	\$3,149.50	\$2,829.50	\$2,519.50
1/2 Page Island	\$2,359.50	\$2,099.50	\$1,859.50
1/2 Page	\$1,999.50	\$1,799.50	\$1,599.50
1/3 Page	\$1,619.50	\$1,459.50	\$1,299.50
1/4 Page	\$1,239.50	\$1,119.50	\$989.50

PREMIUM ADVERTISING | [Ask your representative for details](#)

BLACK-AND-WHITE RATES

SIZE	1X	2-3X	4X
Double-Page Spread	\$3,679.50	\$3,309.50	\$2,939.50
Full Page	\$2,099.50	\$1,889.50	\$1,679.50
1/2 Page	\$1,329.50	\$1,199.50	\$1,059.50
1/3 Page	\$1,079.50	\$969.50	\$859.50
1/4 Page	\$819.50	\$739.50	\$659.50

DIRECT-MAIL OPPORTUNITES AVAILABLE | [Ask your representative for details](#)

Promote your products or services by including your flier, brochure or postcard in the clear plastic bag in which *College Services* is mailed.

DIGITIZE YOUR AD! In addition to the printed version, *College Services* is digitally reproduced and is e-mailed to members and archived on NACAS' website. We can attach your direct-mail piece or belly band to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece or belly band in high-resolution PDF format. If you would like to animate your ad, additional charges apply.

College Services ADVERTISING RATES

DIGITAL EDITION

THE FOLLOWING OPTIONS ARE EXCLUSIVE ADVERTISING OPPORTUNITIES, AS ONLY ONE COMPANY CAN SPONSOR EACH POSITION.

eSPONSORSHIP \$2,999.50 | PER ISSUE

When you sponsor *College Services* digital edition, your company is the first ad readers see when they open their copy. Your message will prominently display directly across from the cover of the magazine.



eTOOLBAR \$1,499.50 | PER ISSUE

The eToolbar sponsorship allows your company to be in front of readers the entire time they are browsing the digital edition of *College Services*.

eSKYSCRAPER \$2,499.50 | PER ISSUE

The eSkyscraper allows your company to be in front of readers the entire time they are browsing the digital edition of *College Services* magazine. Your company's information will appear directly to the right of the magazine content.



eBELLYBAND \$300 | PER ISSUE

Place your ad where it is sure to be noticed, directly on the cover of the digital edition. This is an exclusive advertising opportunity.

AD "JOLT" UPGRADE \$450 | PER AD

Transform your static, passive advertisement into an attention-grabbing, animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

*College Services Digital Edition At A Glance:

- + The digital edition of *College Services* has averaged 19.66 page views per visit.
- + *College Services* digital edition, averages 16,146 page views an issue.

With the digital edition, readers can:

- + Bookmark pages and insert notes
- + Read the issue online or download and print for later
- + Share articles on third-party news and social networking sites
- + View issues instantly from iPhone, iPad, iPod Touch, Android, BlackBerry Touch and most other smart phones

*Numbers from February 2011 through February 2012

NACAS.org ADVERTISING[†]

NACAS' OFFICIAL WEBSITE, WWW.NACAS.ORG, AVERAGES MORE THAN 32,000 PAGE VIEWS PER MONTH

EXCLUSIVE PAGE PEEL HOME PAGE ONLY

- + Animated banner ad that is hidden until you roll over it.
- + One ad — no rotations.



12 MONTHS | \$5,900.00

6 MONTHS | \$3,200.00

3 MONTHS | \$1,650.00



HORIZONTAL BANNER RUN OF SITE

- + Four advertisers in each position, rotating on refresh.

12 MONTHS | \$3,300.00

6 MONTHS | \$1,870.00

3 MONTHS | \$1,100.00

SPOTLIGHT TILE AD RUN OF SITE

- + Three advertisers rotate per tile, rotating on refresh.

12 MONTHS | \$1,650.00

6 MONTHS | \$990.00

3 MONTHS | \$550.00

INTEGRATE YOUR MARKETING MESSAGE | Flow your print campaign through our online products to create a greater impact on your target market.

[†] Members receive 5% discount off of published rates.

ONLINE BUYERS' GUIDE†

NACAS.officialbuyersguide.net

Our new Online Buyers' Guide is a user-friendly website that allows buyers to research the information they want quickly and easily, with fewer clicks. The guide is linked directly from the official NACAS website (www.nacas.org), so it is easy to locate. The guide has been designed to be the premier destination to search for products when NACAS members are ready to buy.

SPOTLIGHT TILE AD RUN OF SITE

- + Two ads — no rotations.
- + Complimentary Premier Listing.

12 MONTHS | \$2,750.00

6 MONTHS | \$1,540.00

3 MONTHS | \$880.00



VERTICAL BANNER HOME PAGE

- + Four advertisers rotating per position.
- + Complimentary Premier Listing.

12 MONTHS | \$2,200.00

6 MONTHS | \$1,320.00

3 MONTHS | \$825.00

PREMIER LISTING

- + Full-color logo, company name, address, phone, active web link and e-mail, company description, products and services listing, and up to five detailed contacts.
- + Display a full-color product photo and text description to potential customers. Hyperlink the photo directly to any page on your company's website.

- + Five product/service category listings of your choice, additional category listings are \$50 each.

PRICE | \$400.00
(Only \$250 for members)



VERTICAL BANNER SUPER CATEGORY

- + Two rotating per position in super category and all related sub-categories.
- + Complimentary Premier Listing.

12 MONTHS | \$1,100.00

6 MONTHS | \$825.00

3 MONTHS | \$550.00

LOCATING INDUSTRY-RELATED PRODUCTS AND SERVICES HAS NEVER BEEN EASIER. DON'T MISS THIS CHANCE TO REPRESENT YOUR COMPANY IN FRONT OF THE DECISION-MAKERS WHO DIRECT BUDGET SPENDING.

† Members receive 5% discount off of published rates.

NACAS QUARTERLY eNEWSLETTER[†]

THE MOST COST-EFFECTIVE MEANS OF REACHING NACAS MEMBERSHIP, ONLINE AND BY REQUEST.

NACAS QUARTERLY, the eNewsletter of the association, is published quarterly and features current events, professional development opportunities, member news, commentaries and short articles of interest to college auxiliary services professionals. YOUR INTERACTIVE ADVERTISEMENT IN *NACAS QUARTERLY* WILL REACH MORE THAN 2,300 NACAS MEMBER INBOXES!



VERTICAL BANNERS

+ Only four advertisers per issue.

FOUR ISSUES OF *NACAS QUARTERLY* | \$7,150.00

TWO ISSUES OF *NACAS QUARTERLY* | \$3,630.00

ONE ISSUE OF *NACAS QUARTERLY* | \$2,090.00

In addition to exposure in *NACAS Quarterly*, all rates include **additional exposure in *The Bottom Line* eNewsletter**. As the official eNewsletter of CCBO, *The Bottom Line* allows members and non-member subscribers to stay informed of the latest industry developments and association news, whether they are in the office or on the go. *The Bottom Line* is **delivered directly to the mailboxes of industry decision-makers**.

[†] Members receive 5% discount off of published rates.

+ Ads featured on the *NACAS Quarterly* eNewsletter received an **AVERAGE OF 9,255 IMPRESSIONS!**

KEY REASONS TO ADVERTISE ONLINE

- + Direct clients to the landing page of your choice and help them learn what your company can offer.
- + Interact with viewers and facilitate the buying process.

NACAS CONFERENCE eNEWSLETTER†

THE EASIEST WAY TO GET IN FRONT OF MEMBERS ATTENDING THE NACAS ANNUAL CONFERENCE



The *NACAS Conference* eNewsletter is emailed to attendees before during and after the conference! Distribution dates include: Oct. 13, 22, 23, 24, 25, 26 and Nov. 1.

NACAS CONFERENCE eNEWSLETTER, the official eNewsletter of the NACAS Annual Conference, will be published seven times and sent to 2,500 eMails. It will feature the latest news and updates regarding the conference. Get your company in front of attendees before, during and after the show!

- TOP BANNER | \$3,000
- LOWER BANNER | \$2,500

† Members receive 5% discount off of published rates.

KEY REASONS TO ADVERTISE ONLINE

- + Direct clients to the landing page of your choice and help them learn what your company can offer.
- + Interact with viewers and facilitate the buying process before the show.

PRINT SPECIFICATIONS

Double Page Spread	Full Page No Bleed	Full Page Bleed	1/2 Page Horizontal	1/2 Page Long Vert.	1/2 Page Vertical/Island	1/3 Page Square	1/3 Page Horizontal
17" x 11.125"	7" x 9.5"	8.625" x 11.125"	7" x 4.583"	3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	7" x 3"
1/3 Page Vertical	1/4 Page Horizontal	1/4 Page Vertical					
2.166" x 9.5"	4.583" x 3.333"	3.333" x 4.583"					

College Services 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.

DPS Live Area | 15.417" x 9.5" Full Page Live Area | 7" x 9.5"

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%

PRODUCTION SERVICES

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

PRINT 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.

PROOFS

Proofs of ads produced by Naylor are available upon request at a charge of \$50.

REVISIONS

Revisions are rework for Naylor and are subject to a \$50 surcharge.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:

Naylor, LLC | 5950 NW 1st Place | Gainesville, FL 32607
Toll Free: (800) 369-6220 | Fax: (352) 331-3525

ONLINE SPECIFICATIONS

College Services DIGITAL EDITION

eSPONSORSHIP: 550 X 480 pixels | JPG, Illustrator EPS, MOV, AVI, MPG, Flash¹, FLV, REAL PLAYER, Min 150dpi or higher.

eTOOLBAR: 250 x 50 pixels | JPG only, Max file size 100kb, Promotional text available, Min 150dpi or higher.

eSKYSCRAPER: 200 x 783 pixels | JPG only, Min 150dpi or higher.

[†]DIGITAL EDITION FLASH GUIDELINES

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

NACAS.org

PAGE PEEL: 500 x 500 Pixels (Full Large) 75 x 75 Pixels (Corner) | JPG only (no animation)

HORIZONTAL BANNER: 468 x 60 pixels | JPG only (no animation) | File size no greater than 100kb

SPOTLIGHT TILE: 125 x 125 pixels | JPG (no animation) | File size no greater than 100kb

ONLINE BUYERS' GUIDE

SPOTLIGHT TILE: 125 x 125 pixels | JPG, GIF or SWF[†] | File size no greater than 100kb | Animation must be no longer than 25 seconds (this includes multiple loops)

VERTICAL BANNERS: 120 x 240 pixels | JPG, GIF or SWF[†] | File size no greater than 100kb | Animation must be no longer than 25 seconds (this includes multiple loops)

PREMIER LISTING LOGO: 240 x 120 pixels | JPG | File size no greater than 100kb

eNEWSLETTERS

VERTICAL BANNER: 120 x 240 pixels | JPG (no animation) | File size no greater than 100kb

HORIZONTAL BANNER: 468 x 60 pixels | JPG (no animation) | File size no greater than 100kb

[†]ONLINE BUYERS GUIDE FLASH GUIDELINES

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation
- Create a proper ActionScript 2.0 button as follows:

1. Symbol type needs to be "button"
2. Set action script code exactly as below:

```
on (press) {
    getURL(url, "_blank");
}
```

NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.



NACAS

PO Box 5546
Charlottesville, VA 22905-5546

OR

3 Boar's Head Lane, Suite B
Charlottesville, VA 22903-4610
Phone: 434-245-8425
Fax: 434-245-8453
E-mail: info@nacas.org

nacas.org



*For online advertising information,
please contact:*

RAY GOODWIN
Naylor, LLC

12600 Deerfield Pkway
Suite 350

Alpharetta, GA 30004

Phone: 800-796-2638, ext. 4975

Email: rgoodwin@naylor.com

naylor.com

*For print advertising information,
please contact:*

RICK JABLONSKI
Naylor, LLC

5950 NW 1st Place
Gainesville, FL, 32607

Phone: 800-369-6220, ext. 3480

Fax: 352-331-3525

E-mail: rjablonski@naylor.com

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