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NASPA Weekly Update is our serial Wednesday newsletter, which has a reach of approximately 30,000 subscribers, as determined by the included non-member target of a given week. The Weekly Update typically sees open rates of approximately 30% and unique click rates upwards of 15%. Interested in targeting your reach even further? Advertising opportunities in Weekly Updates custom-crafted for NASPA's executive student affairs leaders audience (vice presidents for student affairs and equivalent) are available.

NASPA Conference Attendee Emails will allow you to connect with thousands of attendees at our virtual conference in the months and weeks leading up to the conference. Promote your visual brand recognition among attendees, provide a call to action, and set yourself up for relationship and lead building success virtually at #NASPA21. Select opportunities to specifically target vice presidents is also available in this format.

Ad artwork specifications:


- Artwork is accepted as PDF, PNG, or JPG files. The final banner size is 600px by 150px, and ads are requested at a minimum width of 1200px by 300px.
- Animated ads are not supported.
- Tracking UTM codes may be employed.

Please remit hyperlinks with artwork.

FOR QUESTIONS, CONTACT KRISTIE JACOBSEN JERDE
EMAIL:KJERDE@NASPA.ORG PHONE:218-280-7578

NASPA WEEKLY UPDATE SAMPLE


Ads are enlarged for effect and are hyperlinked to web base sample



NASPA
WEEKLY UPDATE

July 29, 2020

Forging Pathways for the Future of Higher Education Utilizing Creative and Innovative Leadership




Leading Creative and Innovative Teams in Higher Education

August 4 | 3:00 - 4:00 PM ET
The field of higher education is drastically changing and many challenges await the future of higher education. Panelists in this live briefing will discuss the book *Disruptive Transformation*, and offer strategies to creatively and innovatively lead during times of change in higher education. Receive 30% off your copy of the book with code **DISRUPT30**, valid through 9/30.

[Learn more and register](#)


Fiscal Year 20-21: A Conversation with Chief Business & Student Affairs Officers



Higher education leaders from both the finance and student affairs areas will discuss their expectations and strategies for resource management over the next fiscal year. With an emphasis on the unknown, each panelist will discuss the steps they are taking to proactively plan, while considering the best- and worst-case scenarios.

[Join the conversation](#)

Support your staff. Enhance your practice. Strengthen your division.



P.R.A.C.T.I.C.E.S. LIVE BRIEFINGS

[Explore the series and register by August 3](#)

In a time that resources are stretched and in-person professional development opportunities are limited, the **NASPA Advisory Services P.R.A.C.T.I.C.E.S. Live Briefing Series** is a resource-conscious way to provide live and on-demand online.

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PREVENTION WITH PURPOSE:
A STRATEGIC PLANNING GUIDE FOR PREVENTING DRUG MISUSE AMONG COLLEGE STUDENTS



[Submit an application](#)

Share your expertise at the virtual 2020 European Conference for Student Affairs and Services



November 18 - 20, 2020 | Virtual
NASPA and European university college Association (EuCA) invite you to submit proposals for the European Conference on Student Affairs and Services. This conference provides a platform for student services professionals, academics, researchers, and policy makers to discuss innovative programs, practices, models and trends in student affairs. The priority deadline for proposals is Friday, 21 August, 2020.

[Submit a proposal](#)



[Learn more](#)

Go above and beyond Title IX compliance—Take the T9TAP course with Culture of Respect



T9TAP
Title IX Technical Assistance Project
by Culture of Respect

The Title IX Technical Assistance Project (T9TAP) is a service available through Culture of Respect that provides individualized support and technical assistance in implementing the new Title IX rule. T9TAP includes two hours of video or phone consultation and technical assistance, one hour of additional technical assistance on a related topic, and the newly-released *Title IX Guide: Going Above and Beyond Compliance*. For a limited time, use code "T9100" for \$100 off T9TAP.

[Register today](#)

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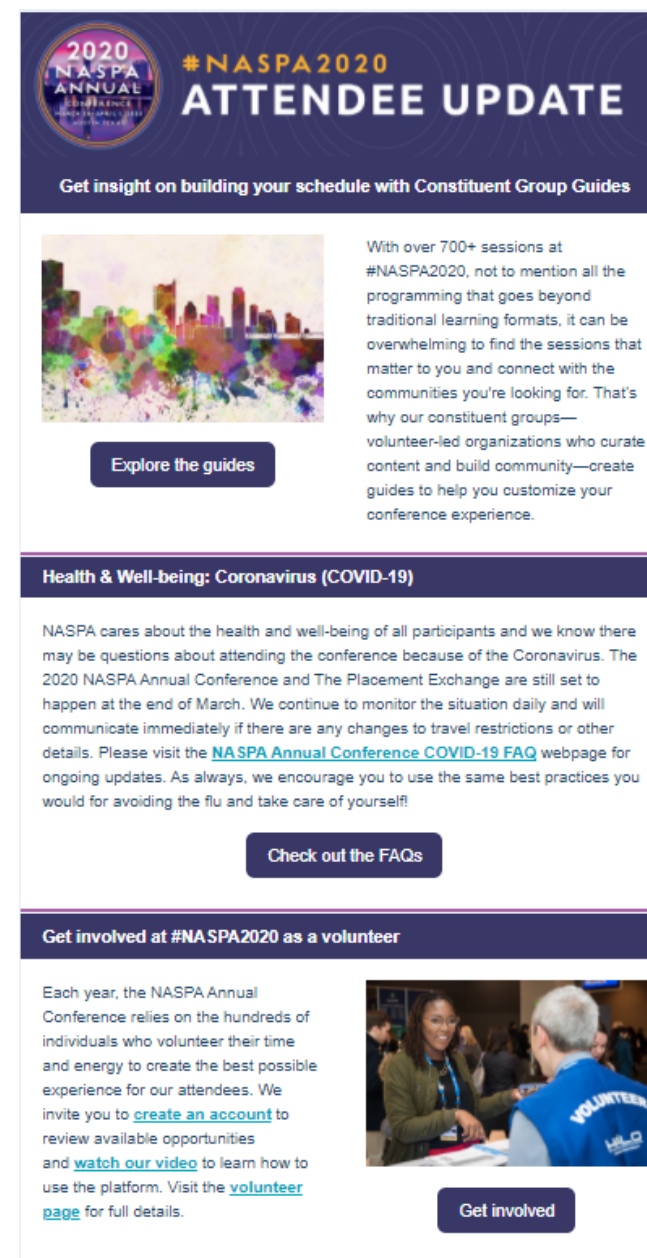


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CLICK HERE TO RECEIVE A FREE PPE SAMPLE PACK!

NASPA VIRTUAL CONFERENCE ATTENDEE EMAILS SAMPLES

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2020 NASPA ANNUAL CONFERENCE #NASPA2020
ATTENDEE UPDATE

Get insight on building your schedule with Constituent Group Guides

With over 700+ sessions at #NASPA2020, not to mention all the programming that goes beyond traditional learning formats, it can be overwhelming to find the sessions that matter to you and connect with the communities you're looking for. That's why our constituent groups—volunteer-led organizations who curate content and build community—create guides to help you customize your conference experience.

[Explore the guides](#)

Health & Well-being: Coronavirus (COVID-19)

NASPA cares about the health and well-being of all participants and we know there may be questions about attending the conference because of the Coronavirus. The 2020 NASPA Annual Conference and The Placement Exchange are still set to happen at the end of March. We continue to monitor the situation daily and will communicate immediately if there are any changes to travel restrictions or other details. Please visit the [NASPA Annual Conference COVID-19 FAQ](#) webpage for ongoing updates. As always, we encourage you to use the same best practices you would for avoiding the flu and take care of yourself!

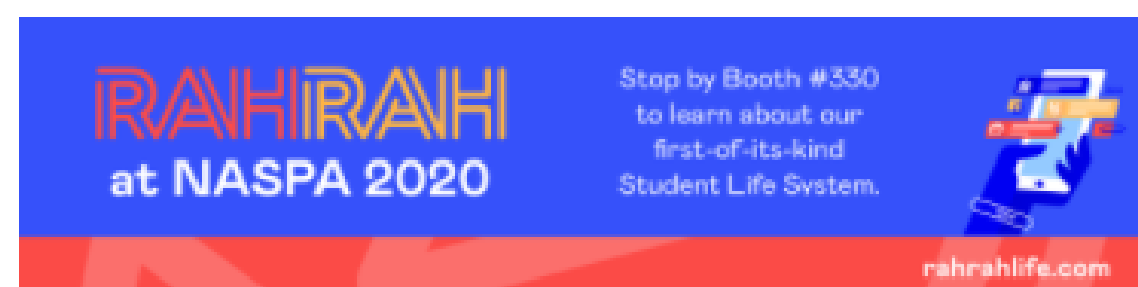
[Check out the FAQs](#)

Get involved at #NASPA2020 as a volunteer

Each year, the NASPA Annual Conference relies on the hundreds of individuals who volunteer their time and energy to create the best possible experience for our attendees. We invite you to [create an account](#) to review available opportunities and [watch our video](#) to learn how to use the platform. Visit the [volunteer page](#) for full details.

[Get involved](#)

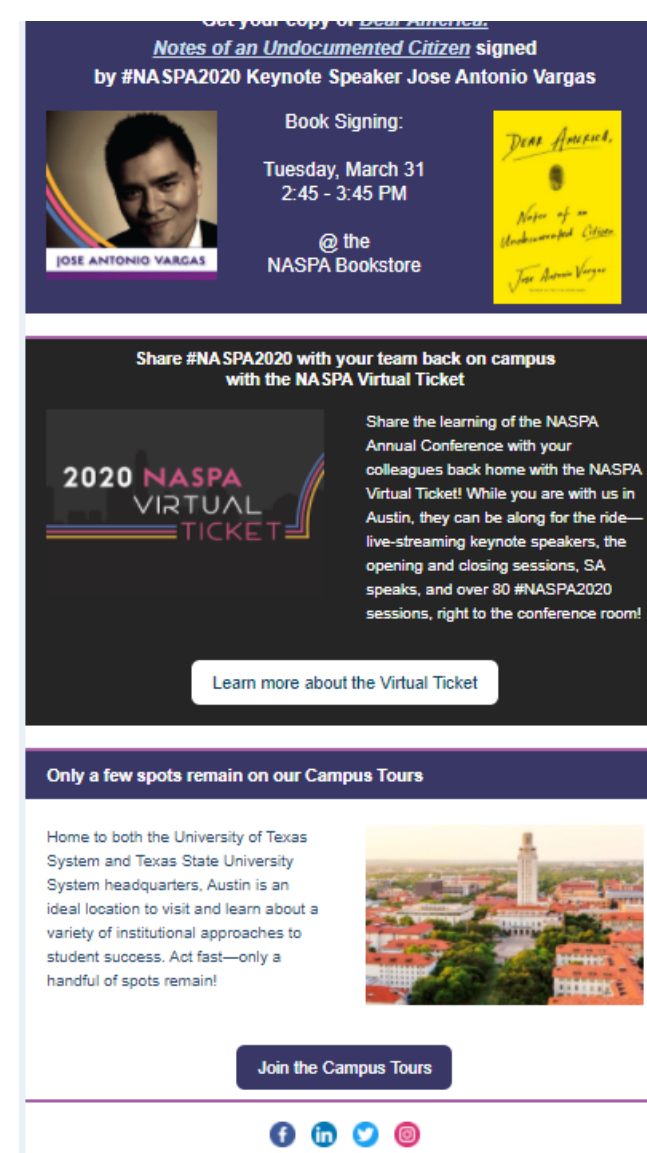
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RAHRAHI
at NASPA 2020

Stop by Booth #330
to learn about our
first-of-its-kind
Student Life System.

[rahrhlife.com](#)



Get your copy of *Dear America: Notes of an Undocumented Citizen* signed by #NASPA2020 Keynote Speaker Jose Antonio Vargas

Book Signing:
Tuesday, March 31
2:45 - 3:45 PM
@ the NASPA Bookstore

Share #NASPA2020 with your team back on campus with the NASPA Virtual Ticket

Share the learning of the NASPA Annual Conference with your colleagues back home with the NASPA Virtual Ticket! While you are with us in Austin, they can be along for the ride—live-streaming keynote speakers, the opening and closing sessions, SA speaks, and over 80 #NASPA2020 sessions, right to the conference room!

[Learn more about the Virtual Ticket](#)

Only a few spots remain on our Campus Tours

Home to both the University of Texas System and Texas State University System headquarters, Austin is an ideal location to visit and learn about a variety of institutional approaches to student success. Act fast—only a handful of spots remain!

[Join the Campus Tours](#)

[f](#) [in](#) [t](#) [@](#)