

## INSERTION ORDER

Check all options you would like and return the completed form and all artwork to:  
Kristie Jacobsen Jerde, Assistant Director, Advertising & Exhibits,  
kjerde@naspa.org, (Phone) 218-280-7578, Fax: 202-903-0657

### Digital Leadership Exchange

- Fall 2021 released Sept. 2021 (insertion order due by August 30; art due by September 10)
- Winter 2022 released Dec. 2021 (insertion order due by November 1; art due by November 12)
- Spring 2022 released Feb. 2022 (insertion order due by January 24; art due by February 4)
- Summer 2022 released June 2022 (insertion order due by May 6; art due by May 20)

### Ad Options

- Half page horizontal \$1600\_\_\_\_\_
- Full page \$2540\_\_\_\_\_
- Front face page \$3150\_\_\_\_\_
- Table of Content face page \$3150\_\_\_\_\_
- Pres. Letter face page \$3150\_\_\_\_\_
- Cover 2 (inside front) \$4200\_\_\_\_\_
- Cover 3 (inside back) \$4200\_\_\_\_\_

### Upgrades and Additional Digital Options

- Leaderboard \$5000\_\_\_\_\_
- Bottom Banner \$3000\_\_\_\_\_
- Table of Contents \$2600\_\_\_\_\_
- Blow-in (Pop up) Call for pricing \_\_\_\_\_
- Sponsored New Issue Email \$4000\_\_\_\_\_
- Full Page Hyperlink \$ 300\_\_\_\_\_

## Retargeting

- 1 month ~30,000 impressions \$1750\_\_\_\_\_
- 2 months ~65,000 impressions \$2750\_\_\_\_\_
- 3 months ~100,000 impressions \$3500\_\_\_\_\_

## Email Advertising

### NASPA Weekly Updates

- Per Week \$900\_\_\_\_\_
- Per Month (4 weeks) \$3000\_\_\_\_\_

### NASPA Virtual Conference Attendee Emails

- Per Week \$2000\_\_\_\_\_

## EVENTS I AM INTERESTED IN ADVERTISING:

- Annual Conference
- Strategies Conferences
- Conferences on Student Success in Higher Education
- NASPA Institute for New Vice Presidents for Student Affairs
- College Autism Summit
- Women's Leadership Institute
- Leadership Educators Institute
- NASPA Symposium on Military-Connected Students
- Other:

## PAYMENT INFORMATION

Company/Organization: \_\_\_\_\_

Name/Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Website: \_\_\_\_\_

### Payment type:

Check (made payable to NASPA) Please send to: NASPA, 111 K Street NE, 10th Floor; Washington, DC 20002

Credit Card (If you are paying by credit card, you will receive a link with your invoice to pay.)

**Total amount: \$** \_\_\_\_\_

As an agent of my company/organization I agree to pay for the above noted advertising:

Agent's Signature \_\_\_\_\_

## ADVERTISING GUIDELINES

1. Advertising will be accepted on a first-come, first-served basis.
2. In the event of non-payment, the Association shall have the right to hold the advertiser and/or its agency jointly and separately liable for such monies as are due and payable to the association. Rendering a bill to the advertiser's advertising agency shall not relieve the advertiser in the event of non-payment by the agency. Payment by the advertiser to its advertising agency will not constitute payment unless payment is actually received by association.
3. The advertiser and its advertising agency shall be responsible, jointly and severally, for all content of advertisements (including text, illustrations, trademarks, and other material) and shall defend, indemnify and hold the association harmless from and against loss, expense or other liability, including the association's actual attorney's fee, resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims that may arise out of the publication of such advertisements.
4. All advertising is subject to the association's approval. The association reserves the right to reject advertising for any reason, including advertising which the association deems inappropriate or incompatible with the publication's standards.
5. The Association is not liable if, for any reason, it becomes necessary to omit an advertisement.
6. The Association's liability for any error will not exceed the charge for the advertisement in question.
7. The Association reserves the right to place the word "advertisement" with any copy, which, in the association's opinion, resembles editorial matter.
8. No conditions (printed or otherwise) appearing on space orders, billing instructions or copy instructions which conflict with the Association's stated policies will be binding on the association.
9. The association is not liable for failure to perform or delay in performance caused by strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.