

BUSINESS OFFICER

EMPLOYMENT CLASSIFIED ADVERTISING RATES

Dimension	Rate	Specifications	Word Limit
One-eighth page	\$300	1 3/4" x 4 5/8"	80 words
One-quarter page	\$525	3 3/8" x 4 5/8"	150 words
Half-horizontal page	\$950	7 1/8" x 4 5/8"	300 words
Half-vertical page	\$950	3 3/8" x 9 5/8"	300 words
Full page	\$1,550	7 1/8" x 9 5/8"	500 words

The word count of the advertisement will determine the appropriate size and price. All advertisements, including those that are camera-ready, should adhere to the word limits listed above.

Institutions that advertise in *Business Officer* magazine can place their advertisement on the NACUBO Web site for 45 days for an additional \$150 (a \$300 value). NACUBO will initiate the posting of *Business Officer* ads to the Web site. See page 2 for details.

PREFERRED MATERIAL

1) Digital submission of prepared advertisement via e-mail. Advertising files should be created using design InDesign. For export to PDF please use Adobe's standard PDF/X1-a settings. Prior to export please be sure that your file has:

1. no menu-styled type
2. images are 300dpi, and saved as grayscale or CMYK (no rgb)
3. if a color ad, file also is CMYK (no spot colors)

Advertisements should be supplied as high-resolution PDF files. The file should contain only the advertisement—no headers, footers, or other text.

2) Text submission of advertisement, with high-resolution logos (at least 300dpi @ 100%). Fax copies are NOT acceptable. NACUBO will design the advertisement in-house. Due to time constraints, prepress proofs are not distributed.

DEADLINES

Check with NACUBO to learn the exact reservation deadline for any issue. Employment ads must be received by the tenth day of the month preceding the month of publication. For example, an ad for the May issue of *Business Officer* must be received by April 10. Should the tenth day fall on a weekend or holiday, the deadline will become the preceding Friday. It is advisable to reserve space as early as possible.

Employment ads with a search response date on or before the twenty-fifth day of any month should appear in the preceding month's issue of *Business Officer*. For example, an ad with a search closing date of May 17 should appear in the April issue of the magazine.

GENERAL POLICIES

The advertiser assumes responsibility for the content of all advertising printed and is also liable for any claims arising therefrom against the publisher. All advertising is subject to the approval of the publisher.

Advertising agencies that supply prepared advertisements receive a 15 percent discount on the gross rate. All furnished materials must meet the above specifications. The discount only applies to *Business Officer* ads, not to NACUBO Career Headquarters.

Send all advertising materials, including billing instructions, and a purchase or insertion order, to the address at the right by the closing date. Please call to confirm receipt of your advertisement.

CONTACT US

NACUBO Advertising Department
1110 Vermont Ave. NW, Suite 800
Washington, DC 20005
T: 202.861.2513 F: 202.449.1254
advertising@nacubo.org

CAREER HEADQUARTERS



Search

Quicklinks:

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NACUBO Career Headquarters www.nacubo.org/career_headquarters.html

CLASSIFIED ADVERTISING POLICIES

www.nacubo.org/career_headquarters.html

Visit the NACUBO Career Headquarters to post employment advertisements on NACUBO's Web site. Advertisers can create an account within the system, which enables the posting and editing of advertisements. Select the link to "POST JOB LISTINGS" Follow the prompts to 'Sign In' if you have a Career HQ account, or for First Time Users to create a new account.

Advertising rates for a 45-day posting of text, logo, and hyper links:

NACUBO Member	\$300	Non-member	\$375
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GENERAL POLICIES

The maximum size of an advertisement is 500 words.

The resume database can be viewed by anyone who has purchased an ad in the Career Headquarters. Access is limited to the 45 days during which the ad is online.

There are currently no agency discounts for placement of an ad in the Career Headquarters.

An ad that appears in *Business Officer* magazine can be posted to NACUBO Career Headquarters for an additional \$150 (instead of the general rates of \$300 for a member and \$375 for a non-member). NACUBO will create a special account for the advertiser online in order to facilitate the discounted rate. Please contact NACUBO in advance of posting an ad online if the ad will also appear in the magazine.

Visit the Career Headquarters for more information about managing an account, posting and editing advertisements, and arranging for payment.

Questions and comments about the NACUBO Career Headquarters should be directed to:

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