



BUSINESS OFFICER



2014 ADVERTISING RATES

WWW.NACUBO.ORG



ADDITIONAL DISCOUNTS

Volume – For advertisers placing more than 12 insertions during any 12-month period, additional gross volume discounts apply. Contact NACUBO's advertising sales representative at 202.861.2513 for details.

Pre-Payment – Advertisers pre-paying are entitled to an additional 1% discount.

Agency Discount – 15% discount to qualified agencies.

Frequency Discount Protection – Contracts spanning more than two calendar years will be protected at the frequency rate only. Space rates are not protected beyond the calendar year.

General Policy – The advertiser assumes liability for the content of all advertising printed, and also assumes responsibility for any claims arising therefrom made against the publisher. All advertising is subject to approval of the publisher. Individuals or organizations not known to NACUBO may be asked to pay in advance for the first insertion of an advertisement.

Cancellation of and changes to space reservations must be received in writing prior to the published space reservation deadlines.

Alterations to materials must be received prior to published materials deadlines. NACUBO reserves the unrestricted right to reject any advertising at any time. Failure to publish an advertisement invalidates the order only for that insertion but does not constitute a breach of contract.

All positions other than premium ones are given on a space-available basis.

Position requests will be filled to the greatest extent possible, but cannot be guaranteed except for cover and paid premium positions.

FORMAT

Preferred format: PDFX-1a or more current.

Accepted format: PDF version 1.3, Acrobat 4.0 (flattened PDF).

FILE REQUIREMENTS

- All colors must be CMYK or grayscale (not RGB or spot color).
- All fonts must be embedded in the file.
- Maximum ink density of 280% recommended.
- Black text less than 12 point should be 100% black only, not "rich black" including other colors.
- Image resolution recommended:
 - 300 dpi for color or grayscale images.
 - 1200 dpi for line art.
- Full page ads require an 1/8" bleed on all four sides.
- Live matter not intended to bleed should be 3/16" or more from trim.
- DO NOT include any crop marks in the image area. The final ad file should contain ONLY the ad itself.

RATES FOR COLOR ADVERTISEMENTS

	1-4 X	5-8 X	9-12 X
Full Page	\$5,500	\$5,200	\$4,950
Half Page	\$3,800	\$3,600	\$3,400
Quarter Page	\$3,350	\$3,200	\$3,000
Spread	\$8,550	\$8,100	\$7,700
Cover 2	\$6,800	\$6,450	\$6,100
Cover 3	\$5,950	\$5,650	\$5,350
Cover 4	\$7,400	\$7,050	\$6,660

RATES FOR BLACK & WHITE ADVERTISEMENTS

	1-4 X	5-8 X	9-12 X
Full Page	\$3,100	\$2,950	\$2,750
Half Page	\$2,050	\$1,950	\$1,850
Quarter Page	\$1,550	\$1,500	\$1,400
Spread	\$5,600	\$5,300	\$5,050
Cover 2	\$4,400	\$4,200	\$3,950
Cover 3	\$3,550	\$3,350	\$3,200
Cover 4	\$5,000	\$4,750	\$4,500

NACUBO MEMBERS AND EXHIBITORS subtract 5% from the rates above for the final gross rate.

*Qualifying Members are National Association of College and University Business Officers (NACUBO) Institutional, Associate, Affiliate, Allied, or Business Partner Members. Qualified Exhibitors are those exhibiting at NACUBO's annual meeting.

2014 DEADLINES

ISSUE	RESERVATIONS	MATERIALS
January	11/29/2013	12/6/2013
February	1/3/2014	1/10/2014
March	2/3/2014	2/10/2014
April	3/3/2014	3/10/2014
May	4/3/2014	4/10/2014
June	5/2/2014	5/9/2014
July/August	6/3/2014	6/10/2014
September	8/1/2014	8/8/2014
October	9/3/2014	9/10/2014
November	10/3/2014	10/10/2014
December	10/31/2014	11/7/2014

MECHANICAL SPECIFICATIONS

Magazine Trim Size	8-3/8" x 10-7/8"
Half Page Horizontal	7-1/8" x 4-5/8"
Half Page Vertical	3-3/8" x 9-5/8"
Quarter Page	3-3/8" x 4-5/8"
Full Bleed Page	8-5/8" x 11-1/8"
Bleed Spread	17-1/8" x 11-1/8"

VISUAL SCHEMATICS



- BLEED SIZE
- TRIM SIZE
- - - LIVE AREA: 3/16" WITHIN TRIM SIZE

1 FULL PAGE BLEED (1/8")

BLEED SIZE: 8-5/8" X 11-1/8"

TRIM SIZE: 8-3/8" x 10-7/8"

LIVE AREA: 3/16" WITHIN TRIM

2 HALF PAGE HORIZONTAL

SIZE: 7-1/8" x 4-5/8"

3 HALF PAGE VERTICAL

SIZE: 3-3/8" x 9-5/8"

4 QUARTER PAGE

SIZE: 3-3/8" X 4-5/8"

BUSINESS OFFICER

**Send insertion orders, materials,
and instructions to:**

LaTosha McNeal

Manager, Business Development

NACUBO

1110 Vermont Ave., NW, Suite 800

Washington, DC 20005

TEL: 202.861.2513

FAX: 202.449.1243

E-MAIL: advertising@nacubo.org

WEB: www.nacubo.org

