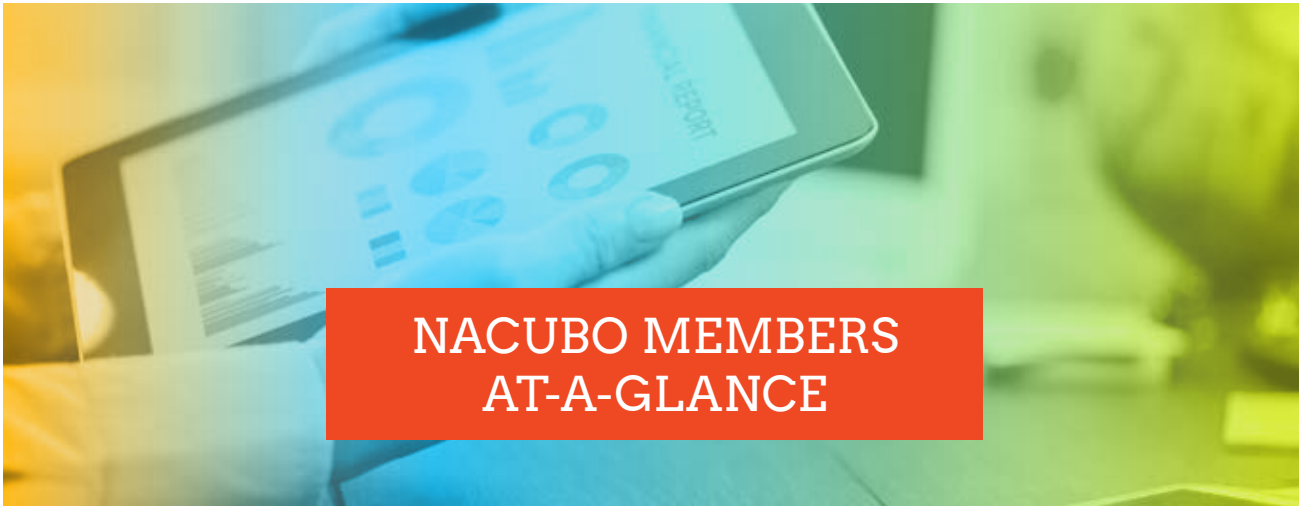


2018 MEDIA KIT




Advertising with NACUBO keeps your company's name, brand, and message in front of senior administrators within higher education. Select from both print and digital options to reach chief business officers while at their desks or on the go.





NACUBO MEMBERS AT-A-GLANCE

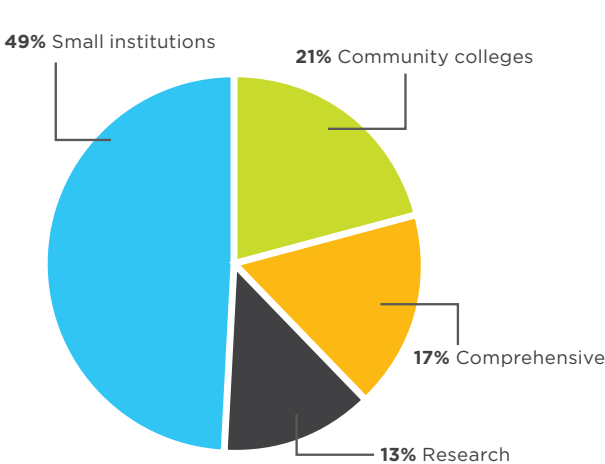
MEMBERS

- 
2,325
 unique organizations
- 
1,979
 unique higher ed Institutions
- 
55,000+
 individuals receiving member benefits

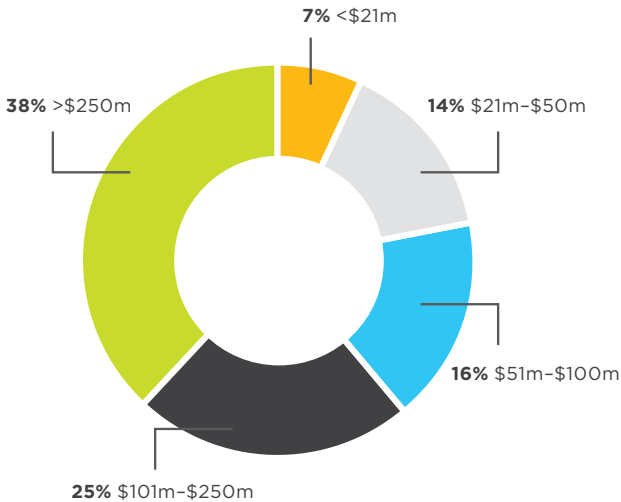
BUSINESS OFFICER MAGAZINE SUBSCRIBERS

- 
22,477
 unique individuals
- 
44,954
 total readership

Institution Members by Constituent Group



Annual Budget for Colleges & Universities



BUSINESS OFFICER MAGAZINE

Each issue of *Business Officer* magazine, NACUBO's award-winning flagship publication, reaches nearly 45,000 campus decision makers* with in-depth features on timely topics, how-to articles, analyses of legislative and regulatory developments, and interviews with movers and shakers within higher education.

A full 90% of our members rate their satisfaction with the magazine as good or excellent and 91% strongly agree that the magazine is a significant member benefit. *Business Officer* magazine is highly respected in the community, and the article contributors are thought leaders who represent leading colleges and universities.

Business Officer Magazine 2018 Four-Color Advertising Rates

| SIZE | 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 |
| 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 |

Discounts on *Business Officer* Magazine Advertising

Agency Discount: Qualified agencies are eligible for a 15% discount.

NACUBO Members: Current members are eligible for a 5% member discount.

Note: *Business Officer* is printed on recycled papers in a sustainable production process and therefore qualifies to carry the Forest Stewardship Council (FSC) logo as well as a soy ink logo.

*Based on net press run, October 31, 2017.



AWARD-WINNING CONTENT

Business Officer magazine has garnered national recognition, including numerous Excel Awards presented by Association Media & Publishing:

2017 Silver, Single Topic Issue

2016 Bronze, Cover Illustration

2016 Silver, Single Topic Issue

2015 Silver Award, Single Topic Issue

2015 Bronze Award, Cover Illustration

22,477

subscribers, including C-suite administrators and decision-makers such as chief business officers, chief financial officers, controllers, chief investment officers, bursars and budget directors.

44,954

Total readership



BUSINESS OFFICER MAGAZINE 2018 EDITORIAL CALENDAR AND DEADLINES

| ISSUE | FOCUS | RESERVATIONS DUE | MATERIALS DUE |
|--------------|---|-------------------|--------------------|
| January | Risk Management Preview: NACUBO Higher Education Accounting Forum | December 4, 2017 | December 11, 2017 |
| February | Accounting and Financial Reporting | January 3, 2018 | January 10, 2018 |
| March | Endowment and Debt Management: Coverage of 2017 NACUBO-Commonfund Study of Endowments | February 2, 2018 | February 9, 2018 |
| April | Diversity & Inclusion Preview: NACUBO 2018 Annual Meeting in Long Beach | March 2, 2018 | March 9, 2018 |
| May | Energy and Efficiency | April 3, 2018 | April 10, 2018 |
| June | Finance Preview: NACUBO Planning and Budgeting Forum | May 3, 2018 | May 10, 2018 |
| July/August* | NACUBO 2018 Annual Meeting | June 4, 2018 | June 11, 2018 |
| September | Campus Operations | August 3, 2018 | August 10, 2018 |
| October | Coverage of NACUBO 2018 Annual Meeting | September 3, 2018 | September 10, 2018 |
| November | Planning and Budgeting Preview: NACUBO 2018 Endowment and Debt Management Forum | October 3, 2018 | October 10, 2018 |
| December | Facilities Preview: NACUBO 2019 Student Financial Services Conference | November 2, 2018 | November 9, 2018 |

*Bonus distribution to attendees at the NACUBO 2018 Annual Meeting in Long Beach (July 21-24, 2018)

Send insertion orders, materials, and instructions to:

Neil Gavigan, Assistant Manager, Business Development
NACUBO, 1110 Vermont Ave., N.W., Suite 800, Washington, DC 20005
Phone: (202) 861-2551 Email: advertising@nacubo.org

Format and File Requirements for *Business Officer Magazine*

Preferred Format: PDF/X-1a:2001

Accepted Format: PDF version 1.3, Acrobat 4.0 (flattened PDF)

- > 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% is 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 and 1,200 dpi for fine art.
- > 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.
- > Full Page and Spread ads must include a 1/8” bleed on all sides.

Mechanical Specifications for *Business Officer Magazine*

Magazine Trim Size 8-3/8” x 10-7/8”

Bleed Spread..... 17-1/8” x 11-1/8”

Full Page with 1/8” Bleed 8-5/8” x 11-1/8”

(Live Area = 3/16” within trim)

Half-Page Horizontal 7-1/8” x 4-5/8”

Half-Page Vertical 3-3/8” x 9-5/8”

Business Officer accepts advertorial material. View more information at http://www.nacubo.org/documents/about/corporatealliances/final_BOMAdvertorial_Guidelines.pdf

GENERAL POLICIES FOR ADVERTISERS

The advertiser assumes liability for the content of all advertising printed and also assumes responsibility for any claims related to that content. 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.

DIGITAL ADVERTISING

Give your campaign a strong digital component by advertising on NACUBO's digital opportunities. Reach our online audience of influential higher education business leaders - those professionals who are charged with making sure their campuses run smoothly and efficiently.

NACUBO CURRENT

Every other Monday, nearly 45,000 people at colleges and universities around the country receive NACUBO *Current* via email. It's their most easily accessible source for the latest legislative, regulatory, and industry news, plus insightful analysis on how unfolding events will affect higher education.

Ensure these decision makers see your message at the same time by contracting to sponsor two consecutive issues. Your company's logo, exclusively, will appear in the upper right corner of *Current*'s opening page.

Specifications for NACUBO *Current*

Graphic content: Logo with call to action

Graphic size: 170 pixels x 110 pixels

File type: High-resolution images preferred; JPEG or GIF format accepted

Hyperlink: The logo will be hyperlinked to your choice of locations

Cost: \$2,500 per edition, with a minimum purchase of two consecutive issues

Publishing dates for Current are subject to change due to holidays.

NACUBO WEBSITE

Every day, thousands of campus administrators visit the NACUBO website. Each of the website's 13 specialized sections offers an exclusive advertising opportunity: Your company's logo, and no others, will appear in the right column of the section's main page and on several sub-pages.

Rates are based on whether your company's logo appears on a standard or premier section. Premier sections receive a higher number of visitors and offer a higher number of sub-pages.

| DURATION | STANDARD SECTION | PREMIER SECTION |
|----------|------------------|-----------------|
| 3 Months | \$750 | \$1,500 |
| 6 Months | \$1,250 | \$2,500 |

Specifications for NACUBO Website

Graphic size (maximum): 200 pixels x 200 pixels

File type: High-resolution .PNG file

Premier Sections:

Accounting
Endowment Management
Events and Programs
Student Financial Services
Sustainability
Tax

Standard Sections:

Facilities and Environmental Compliance
Finance
Human Resources
Planning and Budgeting
Privacy and Intellectual Property
Risk Management and Campus Security
Technology

EMPLOYMENT CLASSIFIED ADVERTISING:

Search job listings and post your open positions online at www.nacubo.org/Career_Headquarters.html



NACUBO ANNUAL MEETING PRINT AND DIGITAL PROGRAM GUIDE

The more than 2,100 campus administrators who attend the NACUBO Annual Meeting refer repeatedly to this detailed guide for information on sessions and speakers, exhibitors (listed by product or service as well as alphabetically), social events, networking receptions, and tours and other special activities. Advertising purchase grants placement in the print and digital versions of the Program Guide.

Advertising Rates for 2018 Program Guide

| | |
|-------------------------|---------|
| Full Page..... | \$5,500 |
| Half Page..... | \$4,400 |
| Premium Positions | \$6,600 |

Mechanical Specifications

| | |
|----------------------------|------------------|
| Program Trim Size:..... | 6-1/2" x 11-1/4" |
| Full Bleed Page:..... | 6-3/4" x 11-1/2" |
| Half-Page Horizontal:..... | 6" x 5" |
| Half-Page Vertical: | 3-1/2" x 10-1/4" |

Discounts on 2018 Program Guide Advertising

Agency Discount: Qualified agencies are eligible for a 15% discount.

Advertisers who place ads in both the Annual Meeting Program Guide and the July/August issue of *Business Officer* magazine will receive a 10% discount on both ads.

KEY DATES FOR 2018 ANNUAL MEETING PROGRAM GUIDE

Deadline for Ad Reservations: May 22, 2018

Deadline for Ad Materials: June 5, 2018

NACUBO MOBILE APP

The mobile app enables you to reach hundreds of attendees before, during, and after the NACUBO 2018 Annual Meeting.

Available for free download from several app stores, NACUBO's mobile app provides cell phone and tablet users with instant access to:

- > The overall event schedule
- > Descriptions and speaker bios for educational sessions
- > Directory of exhibitors
- > Real-time alerts and updates
- > Hotel information
- > Information on local dining, entertainment, and transportation options
- > Social networking opportunities

The mobile app offers two advertising opportunities: Rotating banner ads and text message alerts.

Banner ads appear in rotation on the app's dashboard page. Tapping the banner ad will take the user to the advertiser's preferred URL.

Specifications for To-Go App:

- > 640 pixels x 110 pixels
- > .jpg or .png format
- > 300 dpi

Text Message Alerts appear as push notifications on the alerts screen, and within the alert archives. You specify the day and the time when NACUBO should send the text message alert (subject to availability). Use text alerts to notify attendees of sessions in which you are presenting or of your in-booth prize drawings.

Specifications for Text Message Alerts:

Subject Line: Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, consider keeping your subject line fewer than 29 characters.

Body: The body of the text message can be scrolled to accommodate lengthier messages and can contain full URLs to link the user to a webpage.

RATES AND DEADLINES

NACUBO MOBILE APP ADVERTISING AND MOBILE TEXT MESSAGE ALERTS

| Professional Development Event | Banner Advertising Rate | Text Message Rates | Reservations and Materials Deadline |
|---|-------------------------|--------------------|-------------------------------------|
| Endowment and Debt Management Forum (February 7-9, 2018) | \$750 | \$250 | January 17, 2018 |
| Student Financial Services Conference (March 11-13, 2018) | \$750 | \$250 | February 19, 2018 |
| The Higher Education Accounting Forum (April 15-17, 2018) | \$750 | \$250 | March 23, 2018 |
| NACUBO 2018 Annual Meeting (July 21-24, 2018) | \$1,500 | \$500 | June 21, 2018 |
| Planning and Budgeting Forum (September 23-25, 2018) | \$750 | \$250 | August 31, 2018 |
| Tax Forum (October 14-17, 2018) | \$750 | \$250 | September 22, 2018 |