



BUSINESS OFFICER

BUSINESS OFFICER MAGAZINE 2020 EDITORIAL CALENDAR AND DEADLINES

| ISSUE | FOCUS | RESERVATIONS DUE | MATERIALS DUE |
|-----------------------|---|------------------|-------------------|
| January/ February | Data Analytics, Accounting, and Financial Reporting | December 5, 2019 | December 10, 2019 |
| March/April | Endowment and Debt Management: Coverage of 2020 NACUBO-TIAA Study of Endowments and Finance | February 3, 2020 | February 10, 2020 |
| May/June | Preview of NACUBO 2020 Annual Meeting and Energy and Efficiency | April 6, 2020 | April 13, 2020 |
| July/August | NACUBO 2020 Annual Meeting | June 4, 2020 | June 9, 2020 |
| September/ October | Coverage of NACUBO 2020 Annual Meeting and Facilities | August 6, 2020 | August 11, 2020 |
| November/ December | Planning and Budgeting, Technology, and Campus Operations | October 5, 2020 | October 13, 2020 |

*Onsite bonus distribution to attendees at the NACUBO 2020 Annual Meeting in Washington, DC from July 11-14.

BUSINESS OFFICER MAGAZINE 2020 FOUR-COLOR ADVERTISING RATES

| SIZE | 1x | 2-3x | 4-6x |
|----------------------------|---------|---------|---------|
| Full Page | \$5,885 | \$5,565 | \$5,300 |
| Full Page Premium Position | \$6,995 | \$6,645 | \$6,295 |
| Half Page | \$4,065 | \$3,850 | \$3,635 |
| Spread | \$9,095 | \$8,670 | \$8,240 |
| Cover 2 | \$7,275 | \$6,900 | \$6,525 |
| Cover 3 | \$6,800 | \$6,460 | \$6,120 |
| Cover 4 | \$7,925 | \$7,550 | \$7,125 |

ADVERTISING DISCOUNTS

Agencies: Qualified advertising agencies are eligible for a 15% discount.

NACUBO Members: Current NACUBO members receive an additional 10% off their advertising as a benefit of supporting the association through their membership dues.

Packages: Discounts are available for *Business Officer* magazine packages that include additional items: digital advertising (such as *Current e-Newsletter*) and NACUBO 2020 Annual Meeting print and digital advertising.