



# MEDIA KIT





## What is NAACO?

*The North American Association of Commencement Officers (NAACO) helps commencement and convocation officers at member colleges and universities employ new ideas and trends into ceremonies. As commencement and convocation professionals, we strive to ensure that each graduation ceremony and celebration hosted by a member institution is a memory that will last in the hearts and minds of graduates, parents, family members, faculty and alumni.*

*NAACO maintains more than 350 collegiate and higher-learning institution memberships located predominately in North America and more than 1,000 affiliate members.*

## NAACO member benefits include:

- *Networking with other members and sharing ideas via NAACO Connect*
- *Access to exclusive NAACO member forums*
- *Membership directory*
- *Annual conference*
- *NAACO member social community online*
- *Leadership opportunities*
- *Professional and personal development*
- *Best practices and professional resources*
- *Regional meetings*

## Why Advertise?

### *Increase the Degree of Your Market Visibility*

*Advertising with NAACO provides an opportunity to reach commencement, convocation and ceremony decision makers located at more than 350 college institutions in North America. Partner with the commencement pioneers by providing your target audience with the newest products and services. NAACO offers several advertising options to increase mindshare in commencement Subject Matter Experts and overall market visibility.*

### **Cancellation Policy:**

If the advertiser cancels space reservations more than one week after the reservation due date, the advertiser will be charged the full rate for the space originally contracted.

### **Artwork Guidelines:**

All files must be submitted electronically to Art Cianfano, [acianfano@naaco.org](mailto:acianfano@naaco.org).

Ads may be sent on CD or DVD, or via FTP Internet upload (see <http://www.cmasolutions.com/services/uploadart.htm>).

If we have not received your artwork by the published deadline, we reserve the right to use artwork submitted for a previous advertisement, or to cancel the ad. Creative Marketing Alliance can provide print or digital ad design services for an additional charge. Contact Art Cianfano at [acianfano@naaco.org](mailto:acianfano@naaco.org) or call 609-269-2390 for more information.

# INSERTION ORDER FORM

Please fill out this form in its entirety and submit to:

Art Cianfano- Email: [acianfano@naaco.org](mailto:acianfano@naaco.org) Phone: 609-269-2390 Fax: 609-799-7032

## Advertiser Information:

Company:

Contact:  Title:

Address:

City:  State:  ZIP:

Telephone:  Fax:

Email:

## Billing Information:

Same as above

Company (Agency):

Contact:  Title:

Address:

City:  State:  ZIP:

Telephone:  Fax:

Email:

Number of Placements:  Total Cost (\$):

Please link my digital ad(s) here:

I would like to advertise in:

### The Mace

**eNewsletter** Ad Size:   New Ad  Pick-up  
 **In Issue:**  Fall (October)  Spring (April)  Summer (July)

**NAACO.org** Ad Size:   New Ad  Pickup  
 Jan.  Feb.  Mar.  Apr.  May  Jun.  
 Jul.  Aug.  Sep.  Oct.  Nov.  Dec.

**NAACO Connect** Ad Size:   New Ad  Pick-up  
 Jan.  Feb.  Mar.  Apr.  May  Jun.  
 Jul.  Aug.  Sep.  Oct.  Nov.  Dec.

**Daily Digest** Ad Size:   New Ad  Pick-up  
 Jan.  Feb.  Mar.  Apr.  May  Jun.  
 Jul.  Aug.  Sep.  Oct.  Nov.  Dec.

# THE MACE eNEWSLETTER



## Frequency Opportunity:

3x a year in Spring, Summer and Fall issues

The eNewsletter is distributed on a quarterly basis to over 1,000 industry professionals and will offer advertising opportunities in 3 out of the 4 issues of the year (Spring, Summer and Fall). The first eNewsletter of the year (Winter issue) will be dedicated to the upcoming conference sponsors and will not include any outside advertising opportunities. Placement in the eNewsletter includes:

- Skyscraper Ad (1 placement per issue)
- Box Ads (Up to 5 placements per issue)
- Featured Article/Advertorial (1 placement per issue)  
500 Word Count Max

## eNewsletter Creative Requirements

- Require .jpg and .png files only that don't exceed 80KB.
- Skyscraper Ad: 160px x 600px
- Box Ad: 160px x 140px

## INSERTION INFORMATION

### eNewsletter Advertising Rates (no animation)

Ad size	1X	3X
<b>Standard Rates:</b>	(per insertion)	(per insertion)
Skyscraper Ad	\$375	\$338
Box Ad	\$250	\$225
Featured Article/ Advertorial	\$625	\$563
<b>Sponsor Rates:</b>		
Skyscraper Ad	\$338	\$304
Box Ad	\$225	\$203
Featured Article/ Advertorial	\$563	\$507

Month	Ad Space Closing	Ad Material Due
January	Week 1	Week 2
February	Week 1	Week 2
March	Week 1	Week 2
April	Week 1	Week 2
May	Week 1	Week 2
June	Week 1	Week 2
July	Week 1	Week 2
August	Week 1	Week 2
September	Week 1	Week 2
October	Week 1	Week 2
November	Week 1	Week 2
December	Week 1	Week 2

**All Closing and Due Dates Reference the Month Prior to Ad Placement**

THE MACE

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**Message from the President**

As an investment in our knowledge, skills and careers, professional development is vital to our ability to celebrate academic ceremonies and celebrations as well as to our personal and professional success. Professional development has long been a key focus of NAACO's mission and member programs. Let's count the ways our members can take advantage of our association's continuing education opportunities:

- Dynamic annual and regional conferences, the NAACO Discussion Forum and attending other NAACO member institutions' commencement and convocation ceremonies to learn from colleagues.
- As an example of the abundant professional development opportunities at the upcoming 2013 Annual Conference in Washington, D.C., former NAACO President Jessica Davies' presentation, **"Oh, The Places You'll Go! Leveraging Your Commencement Expertise to Help Plot Your Career Path,"** will offer her perspective on using commencement skills to advance your career path.
- Get more involved by volunteering for various NAACO committees (research, site selection, conference, education, membership, etc.).
- Consider becoming a member of the NAACO Board. If you're interested in finding out what Board members' responsibilities are, refer to the link in the Nomination Committee Chair, Jane Smith, at [jane\\_smith@naaco.edu](mailto:jane_smith@naaco.edu).

I am personally looking forward to the opportunity to meet and talk with as many members as possible at the Annual Conference in February. If you are unable to attend and would like more information about NAACO professional development opportunities, I encourage you to reach out to me or other Board members.

My best wishes for a happy and healthy 2013!

**Susan Durkee**  
President  
NAACO Board of Directors

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**Message from Headquarters**

What a year 2012 has shaped up to be! Release of the Book to new reveals that inspired NAACO members and has made partner networks.

The integration of Regional Meetings to the NAACO on year's heavily-attended season. Easy to use registration members to register quickly and smoothly. Sponsors a integrated registration that, just as it does for member NAACO online community and tracks their NAACO activity time in the Members Only (MO) site under My Exit.

The webcasting of commencements and related even excitement of graduation and take part in the student friends are, they can watch in real time as students a On-Demand, through your cable provider, so student commencement services as a webcasting platform set out of the country, out of state or are deployed in the campus. Webcasting is also a solution when graduates everyone they want to be there.

As undergraduate and graduate institutions expand it providing online student graduates with the option of commencement webcasting or as a repository digital message from the institution's president, transcripts - page where graduates can interact and friends and I so far as to conduct an online graduation ceremony is born, create a virtual avatar, then maneuver their or represent physical campus landmarks and the comm.

Mostly even college and university has a commcer others. In these "Commencement Central," graduate caps, gowns and class rings and access digital yearbook.

Once asked to refrain from bringing cellphones to go by some institutions to not only bring their smartphone status. One university posted commencement tweets took this trend to a whole new level, displaying the media at the ceremony was so popular that the entire For convocations and commencements, events steep evolving new traditions that enhance and deepen the passage.

**Thank you to our sponsors and their continued Conference.**

**Skyscraper Ad**  
(160 X 600)

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**Box Ad**  
(160 X 140)

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**Box Ad**

THE MACE

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**Susan Durkee**  
President  
NAACO Board of Directors

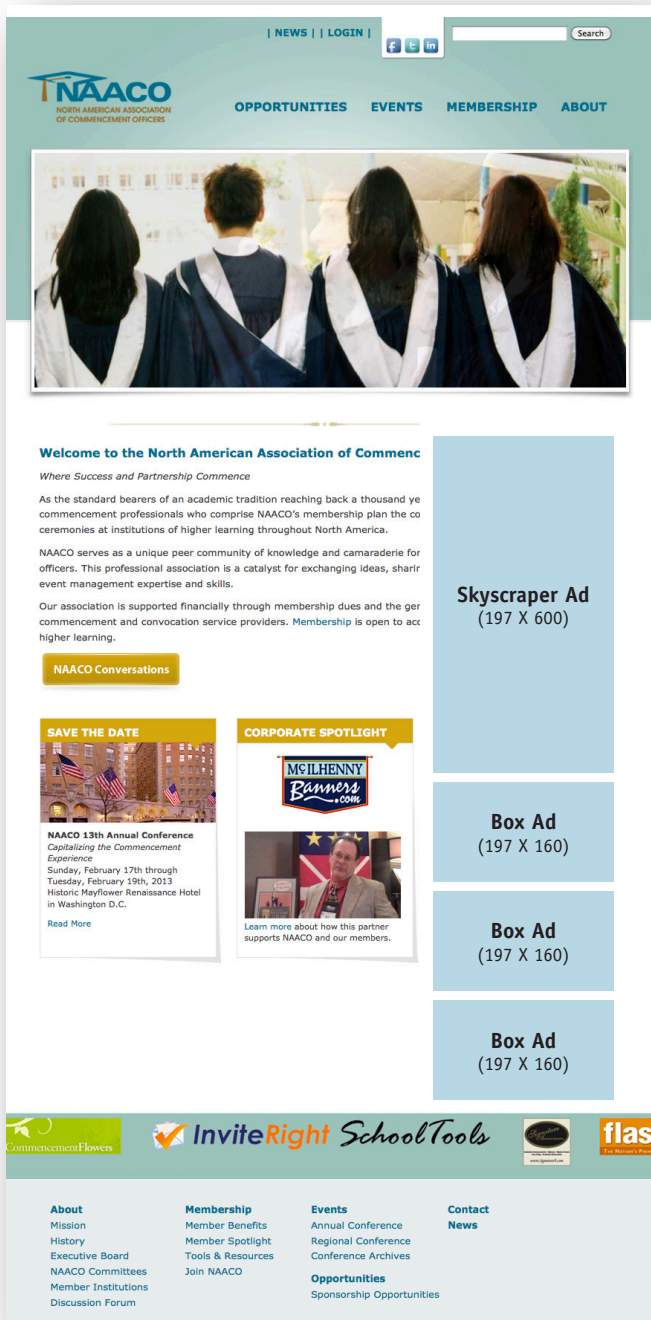
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**Featured Article/Advertorial**  
(500 Word Count Max)



# NAACO.org

## Frequency Opportunity:

12x per year on a monthly basis

NAACO.org will offer digital advertising opportunities on a monthly basis (12x/year) exposing advertisers to an average of 2,185 industry professional page views a month. Advertising will be offered on the sites' subpages only, no advertising will be offered on the homepage, and will be seen in a vertical column below the scrolling sponsor box. Opportunities include:

- Subpage, Skyscraper Ad (1 placement per month)
- Subpage, Box Ads (3 placements per month)

## NAACO.org Creative Requirements

- Require .jpg, .png and .gif files only that don't exceed 30MB
- Skyscraper Ad: 197px x 600px
- Box Ad: 197px x 160px

## INSERTION INFORMATION

### NAACO.org Advertising Rates

Ad size	1X	3X	6X	12X
<b>Standard Rates:</b>	(per insertion)	(per insertion)	(per insertion)	(per insertion)
Skyscraper Ad	\$750	\$713	\$675	\$638
Box Ads	\$575	\$546	\$518	\$489
<b>Sponsor Rates:</b>				
Skyscraper Ad	\$675	\$642	\$608	\$574
Box Ads	\$518	\$491	\$466	\$440

**All Closing and Due Dates Reference the Month Prior to Ad Placement**

## NAACO.org Advertising Closing Dates

Month	Ad Space Closing	Ad Material Due	Month	Ad Space Closing	Ad Material Due
January	Week 1	Week 2	July	Week 1	Week 2
February	Week 1	Week 2	August	Week 1	Week 2
March	Week 1	Week 2	September	Week 1	Week 2
April	Week 1	Week 2	October	Week 1	Week 2
May	Week 1	Week 2	November	Week 1	Week 2
June	Week 1	Week 2	December	Week 1	Week 2

# NAACO CONNECT

## Frequency Opportunity:

12x per year on a monthly basis

NAACO Connect enables communication with more than 1,000 members daily. Advertising opportunities will be offered monthly (12x/year) with three recommended placement opportunities:

- Top Leaderboard Ad (1 placement per month)
- Box Ad (Left-column, below user info) (1 placement per month)

## NAACO Connect Creative Requirements

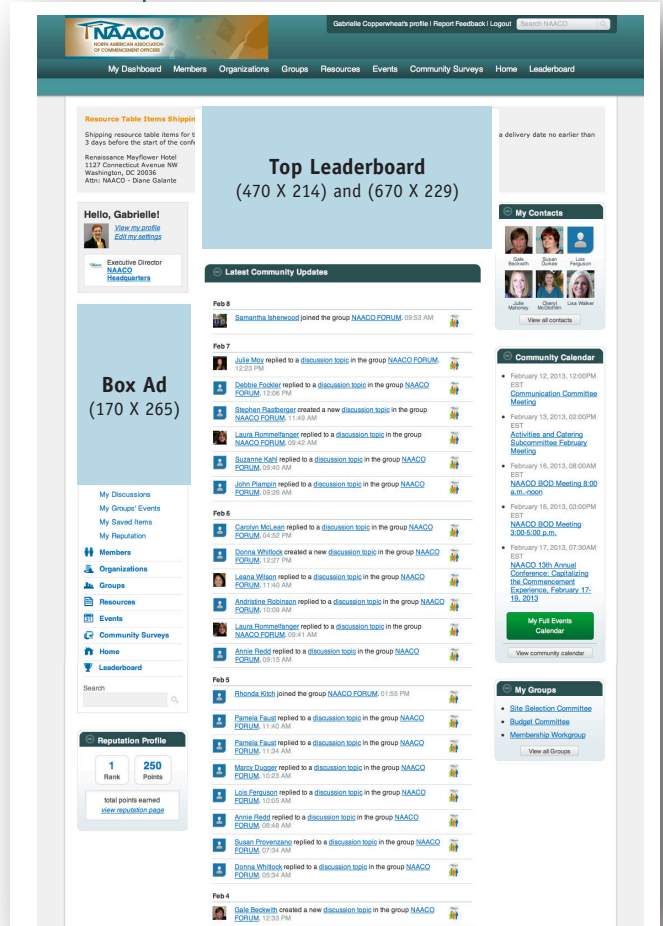
- Require .jpg, .png and .gif files only that don't exceed 30MB
- Top Leaderboard Ad: Requires two sizes to fit all pages, 470px x 214px and 670px x 229px
- Box Ad: 170px x 265px

## INSERTION INFORMATION

### NAACO Connect Advertising Rates\*

Ad size	1X	3X
<b>Standard Rates:</b>	(per insertion)	(per insertion)
Top Leaderboard Ad	\$750	\$675
Box Ad	\$550	\$495
<b>Sponsor Rates:</b>		
Top Leaderboard Ad	\$675	\$608
Box Ad	\$495	\$446

\*Due to the limited number of premium placement opportunities, an advertiser may only run back-to-back placements 3 months in a row. To continue running consecutive placements, NAACO headquarters must confirm availability one month before requested timing.



**All Closing and Due Dates Reference the Month Prior to Ad Placement**

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# DAILY DIGEST eBLASTS

**Frequency Opportunity:**  
12x per year on a monthly basis

NAACO Member Fuse will offer a premium monthly advertising opportunity through their Daily Digest eBlasts. Daily Digest eBlasts are distributed on a daily basis to over 1,000 members in order to share Forum and Discussion Board activity. NAACO members actively initiate and contribute to more than 75 discussion posts per month. This opportunity will be limited to one advertiser per month for all daily distributions in the one month timeframe. The advertiser has the opportunity to choose one of two placements offered. Opportunities include:

- Top Leaderboard Ad
- Box Ad (Right Column, Top)

## Daily Digest Creative Requirements

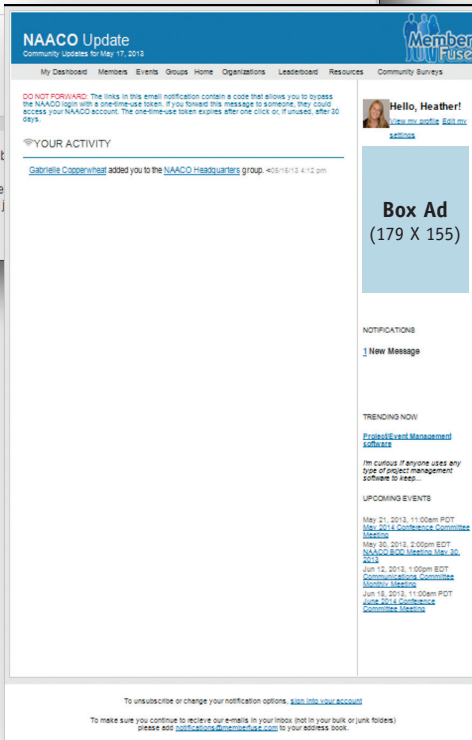
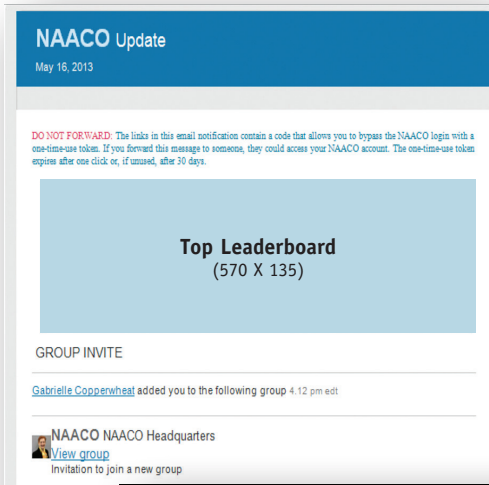
- Require .jpg and .png files only that don't exceed 80KB.
- Top Leaderboard Ad: 570px x 135px
- Box Ad: 179px x 155px

## INSERTION INFORMATION

### Daily Digital Advertising Rates\*

Ad size	1X	3X
<b>Standard Rates:</b>	(per insertion)	(per insertion)
Top Leaderboard Ad	\$825	\$743
Box Ad	\$700	\$630
<b>Sponsor Rates:</b>		
Top Leaderboard Ad	\$743	\$669
Box Ad	\$630	\$567

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