



PERSPECTIVES

Ad Policy

A NEWSMAGAZINE FOR GRADUATE ENROLLMENT MANAGEMENT PROFESSIONALS

ISSUE DATES AND SUBMISSION DEADLINES 2019

Issue	Closing Date	Mailing Date
Spring	January 10, 2019	March 18, 2019
Summer – <i>digital Issue Only</i>	May 9, 2019	July 12, 2019 emailed to members
Fall	August 23, 2019	November 6, 2019

- EPS; all type converted to outlines

How to Place Advertisements

All images must be 300 dpi at actual size. Images used on websites are usually low resolution and not suitable for print production. PC format only.

All ads must be submitted digitally, at actual size, in one of the formats listed below.

- Quarter page 3.625" (w) x 4.5" (h)
- Half page 7.25" (w) x 4.5" (h)
- Full page back cover with bleeds 8.75" (w) x 10.85" (h)

File formats for ads:

- Press Quality PDF; all type embedded (Preferred)
- Adobe InDesign (v CS6 or older); along with all supporting images and fonts.
- Adobe Illustrator (v CS6 or older); all type converted to outlines.

Rates

Files smaller than 6 MB may be emailed. Please contact NAGAP for **files larger than 6 MB:**

NAGAP Executive Office
(913) 222-8655
info@nagap.org

Set Up Charges

If you are unable to submit your ad according to the above specifications, we can set up your ad for \$300 for a quarter page, or \$400 for a half page. Additional costs may apply for the purchase of stock photos or images.

Member Rates	Non-Member Rates
Quarter-page ad – full color - \$500	Quarter-page ad – full color - \$600
Half-page ad – full color - \$700	Half-page ad – full color - \$800
Full-page ad – full color - \$1,600	Full-page ad – full color - \$1,900

Advertisements are taken on a first-come, first-served basis. No cancellations or changes will be accepted after closing dates. NAGAP reserves the right to refuse advertisements. To place your ad, please contact the NAGAP Executive Office at info@nagap.org or 913-222-8655.