



# PERSPECTIVES

## Ad Policy

A NEWSMAGAZINE FOR GRADUATE ENROLLMENT MANAGEMENT PROFESSIONALS

### ISSUE DATES AND SUBMISSION DEADLINES 2016-17

| Issue                              | Closing Date | Mailing Date                            |
|------------------------------------|--------------|---|
| Fall                               | August 30    | November 6                              |
| Spring                             | January 15   | March 17                                |
| Summer – <i>Digital Issue Only</i> | May 15       | N/A – <i>Email link to members 7/10</i> |

#### 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.
- EPS; all type converted to outlines

**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.

#### Rates

| 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](mailto:info@nagap.org) or 913-222-8655.