



PERSPECTIVES

Ad Policy

A NEWSMAGAZINE FOR GRADUATE ENROLLMENT MANAGEMENT PROFESSIONALS

2020 ISSUE DATES AND SUBMISSION DEADLINES

Issue	Closing Date	Mailing Date
Spring	January 6, 2020	March 18, 2020
Summer – digital issue only	May 16, 2020	July 15, 2020 – emailed to members
Fall	August 30, 2020	November 6, 2020

Placing 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)

- Adobe Illustrator (v CS6 or newer); 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) 222-8633
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.

Ad File Formats

- Press Quality PDF; all type embedded (Preferred)
- Adobe InDesign (v CS6 or newer); along with all supporting images and fonts.

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

General Information

Advertisements are taken on a first-come, first-serve 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) 222-8633.