



## ADVERTISING RATES & POLICIES

### **GENERAL INFORMATION**

NAGAP, The Association for Graduate Enrollment Management, is the only professional organization devoted exclusively to the concerns of individuals working in the graduate enrollment management (GEM) environment. NAGAP promotes meetings, publications and products that connect, serve and educate our members. In addition, the organization acts as a resource for GEM professionals to network with others in the profession.

### **EDITORIAL PROFILE**

NAGAP News is a bi-monthly electronic newsletter of NAGAP publishes articles and upcoming events that interest and impact the profession.

NAGAP's website is a resource to graduate enrollment management professionals and includes a calendar of upcoming grad fairs and networking events, job openings, and research articles.

### **READERSHIP**

Over 1,800 NAGAP members as well as others who work in graduate enrollment management.

### **ADVERTISING POLICY**

The NAGAP Governing Board reserves the right to approve all advertising.

A complimentary copy of the publication is sent to each advertiser.

A copy of your logo or website advertisement in a .jpg or .gif format may be emailed to [info@nagap.org](mailto:info@nagap.org) by the 5<sup>th</sup> of the month in which the sponsorship space or advertising banner is purchased. The completed advertising form and payment should be sent to the attention of the NAGAP Executive Office, 4400 College Boulevard, Suite 220, Overland Park, KS 66211. If paying by credit card, this form may be faxed with credit card payment information to (913) 222-8606.

### **Website**

Advertising banners throughout NAGAP's interior website pages are available and are sold in 3-month blocks. The size of the website banner is 340x115 pixels (3:1 rectangle). Front page advertising space is reserved for NAGAP's Alliance Circle Partners. For more information on how you can become an Alliance Circle Partner, click [here](#).

### **E-News**

Ads are available in NAGAP's electronic newsletter on a first-come, first served basis as we will only have one (1) ad in the E-News at a time. Ads are sold in 3-month blocks. The size of the 120x600 pixels (skyscraper) or 250x250 (square pop-up).

## NAGAP Advertising Order Form

If you would like to advertise in NAGAP's Electronic Newsletter or on the website, please fill out the following order form.

Name: \_\_\_\_\_

Advertising Firm (if applicable): \_\_\_\_\_

I.O. Number to be referenced (if applicable): \_\_\_\_\_

Advertised Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Type of advertisement to be placed:*

**Electronic Newsletter Advertisement –  3 months @\$900 or  \$3,000 per year (savings of \$600)**

**Website Banner –  3 months @ \$900 or  \$3,000 per year (savings of \$600)**

Preferred advertisement run month(s): \_\_\_\_\_ Cost: \_\_\_\_\_

**Payment Type:**

Check       Visa       Master Card       American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature on Card: \_\_\_\_\_

Print Name on Card: \_\_\_\_\_

**Return form to:**

NAGAP  
4400 College Boulevard, Suite 220  
Overland Park, Kansas 66211  
Phone: (913) 222-8655  
Fax: (913) 222-8606  
E-mail: [info@nagap.org](mailto:info@nagap.org)  
Web Site: [www.nagap.org](http://www.nagap.org)