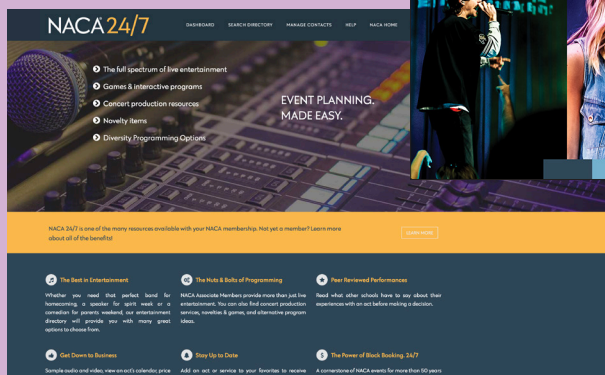
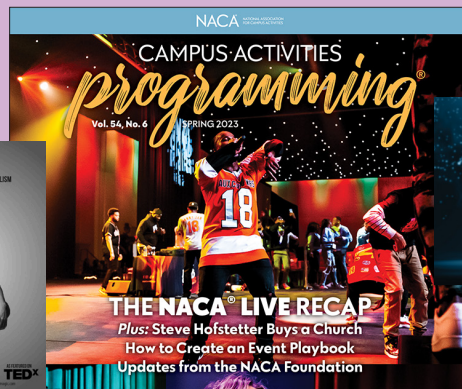
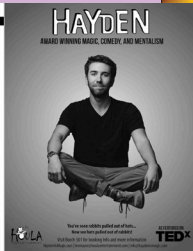


NACA[®]

NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

Marketing Guide

2023-2024



naca.org





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NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES

13 Harbison Way
Columbia, SC 29212
803-732-6222
naca.org

For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.



MISSION

NACA empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities.

VISION

To create college communities where everyone belongs.

CORE VALUES

These core values are the fundamental beliefs that guide our behaviors and decision making process. As a recognized leader in higher education, we believe our professional values are vital to the advancement of the Association and the campus activities profession.

STEWARDSHIP

Make fair and strategic decisions about the use of Association resources with a focus not just on the particular program, but for the long-term health of the Association.

INNOVATION

Imagine and create new opportunities, improve experiences, and anticipate the needs of our members.

COMMUNICATION

Enhance relationships through the effective, efficient and timely exchange of information and ideas.

RESPECT

Commit to see and celebrate the unique value in ourselves, others and the Association.

LEARNING

Provide opportunities for the acquisition of knowledge, skills and competencies.

INCLUSIVITY

Create with intention, environments where all people can thrive and be successful.

NACA Conference Information

**NACA® Live - the reimagined
national convention event experience**

Feb. 24-26, 2024 • Pittsburgh, PA

2023-24 NACA® Conferences

NACA® Charleston • Oct. 12-14, 2023

NACA® Little Rock • Oct. 19-21, 2023

NACA® Syracuse • Oct. 26-28, 2023

NACA® Riverside • Nov. 16-18, 2023

NACA® Des Moines • April 4-6, 2024



36,500+

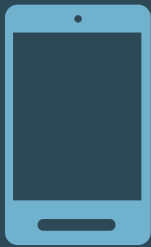
Total Number of Social Media Followers

10,000+

Recipients of NACA® Spotlight (email newsletter)

60%

NACA® Spotlight Open Rate (industry average is 25%)



Instagram
3,800+ followers

The NACA® Impact

6
Conferences
featuring

4,500+
total attendees from hundreds of campuses

Website Traffic

Yearly: 1.1 million+ page views; 200K unique users

Monthly: 91,000+ average monthly views; February and October are peak months

Daily: 3,000+ average daily views; Highest traffic on Monday–Thursday

Campus Activities Programming® (NACA's magazine)



11,000
Total Number of Magazine Recipients



Twitter
7,000+ followers

Magazine Advertising

Full Page Ads

PARTY & AMUSEMENT RENTALS
A GRADY FAMILY ENTERPRISE

Fantasy World Entertainment

27 YEARS
Over 27,000 Events

NEW
TWO NEW ESCAPE ROOMS COMING DEC. 2019

NEW
happily ever NACA
Setting Your Campus On Fire

MAKE YOUR STORY FILLED WITH FUN AND ADVENTURE!

800.757.6332 | WWW.FWORLD.COM
WE DELIVER, SETUP & OPERATE AT YOUR LOCATIONS!

Ziplines • Mobile Game Trailer • Carnival Rides • Tents, Tables, Chairs • Casino Attractions • Obstacle Courses and Much More!

FROM THE EXECUTIVE DIRECTOR



**AMBER SHAVERDI
HUSTON, CAE**
amberh@naca.org

AS I CELEBRATE MY FIRST-YEAR ANNIVERSARY WITH NACA, while some of the priorities and projects I had in mind upon becoming your executive director have changed, the original vision I had crafted in my first few months continues to be at the core of our work. Within my first few months, I recognized we could work more closely with associate members, reach more diverse schools, reinforce the strong working relationship between volunteers and staff, enhance research and assessment within the Association, and commit all learning outcomes to our competencies. All while improving internal operations and association practices to ensure that we provide a strong membership experience to all members.

While we have had to make significant changes, at the core, the modifications are designed with long-term success in mind. Some things are temporary, such as not holding in-person conferences during this fall 2020, and we are using this time to evaluate and grow. NACA volunteers and staff have made alterations when developing curriculum so that educational offerings are designed to start with NACA competencies. This continuously places competencies at the forefront of volunteer and staff discussions. Additionally, when choosing an online platform to host NACA Virtual, we strategically identified a company that could meet other needs. Our aim is not for a quick fix for the current situation, but continuously asking ourselves what transformation we can make that will position NACA for long-term success.

I've lost track of the number of people who have said, "My NACA membership has been the most beneficial resource these past few months, more so than any other association. NACA has offered tactical resources that I need in my every day work." I am proud of our collective team efforts. NACA has added new features to NACA 24/7 and ENCORE to make finding virtual program options and crisis planning resources easily. We've also developed new resources to aid you in the changes you are having to formulate for your institution/agency. I am even more excited about upcoming initiatives that will be announced soon.

As we start a new academic year – that is bound to have lots of uncertainty - I encourage you to think about your core and your work's core. What can drive you to turn challenges into opportunities? What can push you to accomplish things you didn't think were possible at the beginning of this year? The Association is here and ready to support you. I wish you a healthy and safe start to this new academic year.

Amber Shaverdi

Campus Activities Programming® 2 JULY - AUGUST - SEPTEMBER

MISSION
NACA empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities.

VISION
To create college communities where everyone belongs.

f t+ in

Traditional Ad
Full page, full color

- Inside Front Cover** \$750 (limit one per issue)
- Inside Back Cover** \$650 (limit one per issue)
- Interior Full Page** \$500

For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.

Magazine Advertising

Half & Quarter Page Ads

Interior Half Page \$600

Interior Quarter Page \$350

Advertorial Interior Page

Option A – 2-Page Spread: \$1,500

Option B – Full Page: \$1,000

3 Financial Challenges
"How do I decide what to keep and what to cut? What if we have just enough to breathe?"
 It is critical to organize your budget from a fiscal year point of view rather than by event, or by month. Many rely on income through sales, donations, fundraising, or fees a risky move. It should not be expected the 2020-21 fiscal year will match previous years. In reality, the pandemic will have long-lasting impacts on finances. Financial decisions should take consideration of all team members involved.

Recommendations for Financial Challenges
 1. Money gain and loss impacts all involved individuals. Be transparent on the exact financial impact and how those could/will impact operations, resources, and plans.
 2. As a team, look at all recurring expenses and develop a priority system. What do you not want to risk losing? Are there unnecessary expenses with cheaper/free alternatives? All team members may not agree with the outcome - but all team members should feel heard.

Resources to Create
 • Fiscal Year Budgeting Templates
 • Updated Student Government Funding Guidelines (Student Organizations)
 • Best Practices Guide for Fundraising, Money Management, and Fund Balances

It is one situation to take part in physical training for several hours or days - it is another to have your students give up a computer for that same amount of time. Supervisors should still apply high impact practices such as setting expectations, skill-specific instruction, and determining learning outcomes. Expectations and outcomes can look the same, but should they be a graduate? Think about the skills and experience you want them to gain, the resources you will need to achieve that in training, and how you balance training (active vs. passive, engaging vs. educating).

Recommendations for Student Leader/Employee Training
 1. Assess the strengths, areas of improvement, and learning styles of each individual. This will aid you in decision making for the best protocol to maximize team and individual training experiences.
 2. Break the job descriptions and expectations from previous years and ask yourself "to this still the expectation? Is that the skill level I want to have?"
 3. Ask your supervisor colleagues how they are approaching the training of their students. Compare and contrast what it looks like for students to be "successful" in their roles during a pandemic.

Resources to Create
 • Best practices for student employees/leader training guide.
 • Virtual Training Platform Guide.

Sample of a half page ad

Magazine Notes

Our award-winning *Campus Activities Programming*® magazine offers:

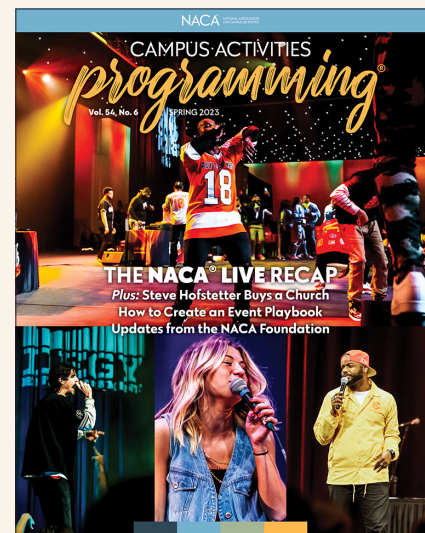
- Full Color Layout & Content
- Circulation to thousands of key decision makers responsible for booking programs on their campuses around the country
- Articles written by NACA school members and associate members
- Content focuses on interests and issues in the campus marketplace industry
- Online versions of each issue keep you exposed to members throughout the year
- Advertorial opportunities let you provide editorial content in your ad to further reach your targeted audience.

Magazine Advertising Discounts

Discounts on 1-3 magazine or program ads are based on length of NACA Membership

- **5-9 Years** – 5% off *Campus Activities Programming*® or NACA® Live Program ads
- **10-19 Years** – 10% off *Campus Activities Programming*® or NACA® Live Program ads
- **20-24 Years** – 15% off *Campus Activities Programming*® or NACA® Live Program ads
- **25 Years or More** – 20% off *Campus Activities Programming*® or NACA® Live Program ads

Only one discount may be used at a time and not in combination with other efforts.



NACA Spotlight

Our weekly e-newsletter features member profiles, NACA event and program information, and campus news for our members. Produced in partnership with Multiview. NACA Spotlight is distributed to more than 5,000 school and professional members.



Digital pricing begins at \$1,000 for one 90-day cycle in an e-newsletter that reaches 18,000+ NACA individuals.

Ad Specs & Pricing

Prices are for participation in 2 emails to over 19,000 compus activities professionals. Prices do not reflect applicable taxes.

LEADERBOARD

The premier position provides you with top exposure and quality traffic.

Artwork size: 728 x 90 pixels

File format: GIF, JPG, PNG

Max file size: 40K

BOX AD

This large-format position provides you with good exposure in the body of the news brief and quality traffic.

Artwork size: 300 x 250 pixels

File format: GIF, JPG, PNG

Max file size: 40K

SPONSORED VIDEO

Feature your video content with this placement, including an image, a 5-word headline, 50-word description and a link to the page hosting the video.

Artwork size: 300 x 250 pixels

File format: GIF, JPG, PNG

Max file size: 40K

Product Demos

Looking to demonstrate your product or service to potential buyers? We can host a virtual demonstration for you to reach our members.

30 Minute Webinar: \$750

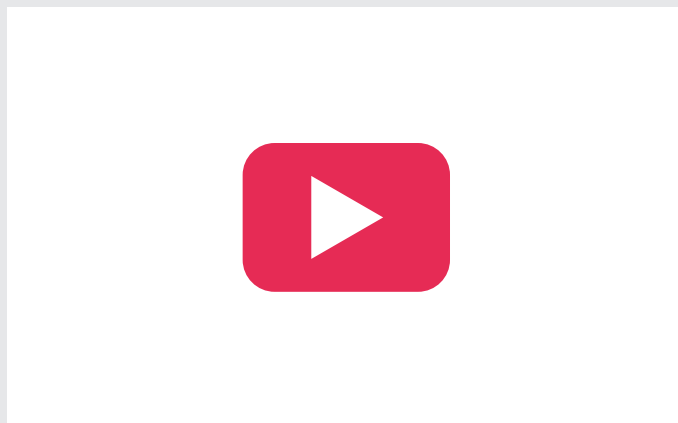
60 Minute Webinar: \$1,250

90 Minute Webinar: \$1,500

Pricing Includes:

- Registration Process
- Technology Setup
- Copy of Registration List
- Email Communication to Membership about Demonstration
- Social Media Announcement of Demo
- Unedited Digital Copy of Demo

Need a longer time? Contact us for pricing.



For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.

Website Advertising

The **NACA 24/7** platform is one of the most helpful benefits of NACA membership. It assists schools and associates in successfully block booking acts, allowing acts to get more efficient routing and schools to pay lower booking fees. If you are an artist, agent, or company owner you can update profiles and profiles, and upload photos and videos – anytime, anywhere from your computer, tablet, or smartphone.

NACA 24/7 is one of NACA's most utilized resources by school members.

Pricing Includes:

- 2 Week Spot on NACA 24/7 Landing Page
- Full Color Image that links to your NACA 24/7 Page
- Exposure to one of NACA's top visited webpages

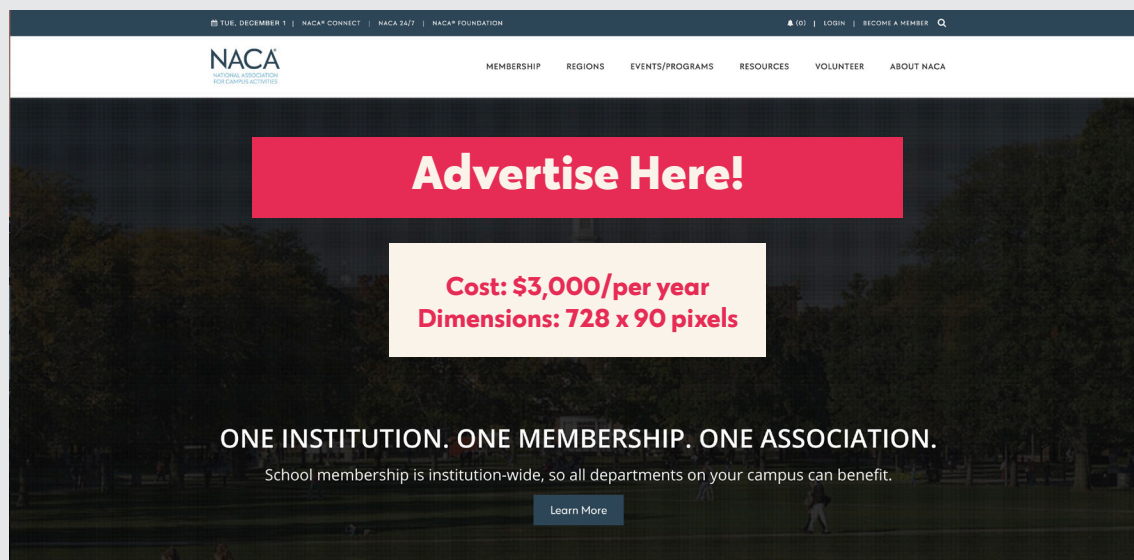
Discounts

- 5% Discount on 5 Purchases
- 10% Discount on 12 Purchases
- 20% Discount on 20 Purchases

Only one discount may be used at a time and not in combination with other efforts.



NACA Homepage



NACA 24/7 Spots

Dates Covered	Cost (Per Spot)	Notes
May 8 - May 21	\$50.00	
May 22 - June 4	\$50.00	
June 5 - June 18	\$50.00	
June 19 - July 2	\$50.00	
July 3 - July 16	\$50.00	
July 17 - July 30	\$50.00	
July 31 - August 13	\$50.00	
August 14 - August 27	\$50.00	
August 28 - Sept. 10	\$50.00	
Sept. 11 - Sept. 24	\$75.00	
Sept. 25 - Oct. 8	\$75.00	
Oct. 9 - Oct. 22	\$200.00	Oct. 12-14, 2023 - NACA® Charleston (SC) Oct. 19-21, 2023 - NACA® Little Rock (AR)
Oct. 23 - Nov. 5	\$200.00	Oct. 26-28, 2023 - NACA® Syracuse (NY)
Nov. 6 - Nov. 19	\$200.00	Nov. 16-18, 2023 - NACA® Riverside (CA)
Nov. 20 - Dec. 3	\$50.00	
Dec. 4 - Dec. 17	\$50.00	
Dec. 18 - Dec. 31	\$50.00	
2024		
Jan. 1 - Jan. 14	\$50.00	
Jan. 15 - Jan. 28	\$50.00	
Jan. 29 - Feb. 11	\$50.00	
Feb. 12 - Feb. 25	\$200.00	Feb 24-26, 2024 - NACA® Live Pittsburgh, PA
Feb. 26 - March 10	\$150.00	Feb 24-26, 2024 - NACA® Live Pittsburgh, PA
March 11 - March 24	\$50.00	
March 25 - April 7	\$50.00	
April 8 - April April 21	\$200.00	April 4-6, 2024 - NACA® Des Moines (IA)



For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.

Event Programs

NACA® LIVE PROGRAM

The program is distributed to 2,000 students and advisors from schools across the country. This full-color, spiral-bound guide is an essential resource for students who are responsible for booking talent on their campuses throughout the year. It features details on showcasing acts, educational sessions, special events and more. The Program typically runs about 160 pages.

Ad Sizes (all ads are full color)

Cover Pages

Inside Front Cover\$1,700
 Inside Back Cover.....\$1,650
 Back Cover.....\$1,750

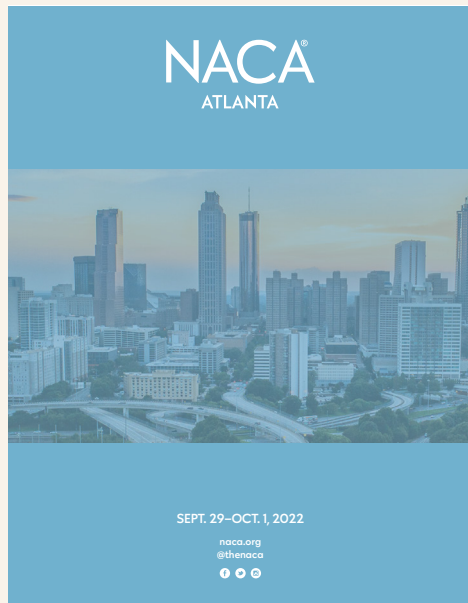
2-Page Spread \$2,275
 Full Page Facing Day Schedule\$1,610
 Full Page.....\$1,400
 Half Page.....\$750
 Quarter Page.....\$375



CONFERENCE PROGRAMS

Talk about targeted advertising! Reach students responsible for booking acts. NACA Conferences are held throughout the year, and like our national convention, the conference programs are an excellent source for students seeking to book acts in their area.

The majority of this publication is printed in black and white with limited color ads.



20% discount on purchases of 4 or more conference programs.

Ad Sizes

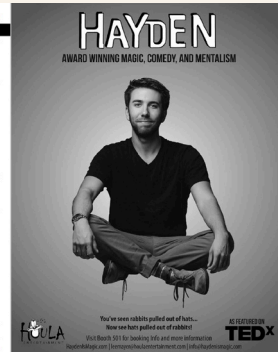
Cover Pages (full color)

Inside Front Cover-Color.....\$780
 Inside Back Cover-Color\$720
 Back Cover-Color\$840

Full Page-B&W Facing Day Schedule\$435
 Full Page-B&W\$375
 Half Page-B&W (horizontal only).....\$275

Additional full color ads (limited space available)

Color 2-Page Spread\$900
 Color Full Page.....\$600
 Color Half Page\$500



On-Site and Digital Advertising

The NACA® App—Giving you the most trackable boost of all of NACA's event advertising opportunities, a banner ad in NACA's event app enhances your visibility on site with all of our attendees. This exclusive opportunity is a great way to steer attendees to your booth, to your website, or to a special promotion. You provide the artwork and a URL, and we provide the click-throughs and impressions (reports available by request). Animated GIFs are not supported. Buy one day or all days of the event of your choice.

Approval—NACA must approve all ads before publishing.

Specifications & Rates

Exactly 950 x 380 pixels and under 500KB
 \$300 per day for a NACA Conference ad;
 \$750 per day for NACA® Live
 Accepted Formats: PNG or JPG Image

AD DIMENSIONS

TRIM AREA, LIVE AREA AND BLEED EXPLAINED

Trim area is for information only and represents the physical size of the nished product after bleed has been removed during printing. Ads that "bleed" o the page will be trimmed to this size. Ads should only be delivered to bleed or live size, never to trim. If in ad is delivered at trim size, it may be slightly reduced to ensure no information is cut out.

Live area is the area within the trim area where the type or "live" information (text and images) should be contained. This ensures all vital information is visible to the reader. As a general rule, it is better to keep important information away from the very edge of the page.

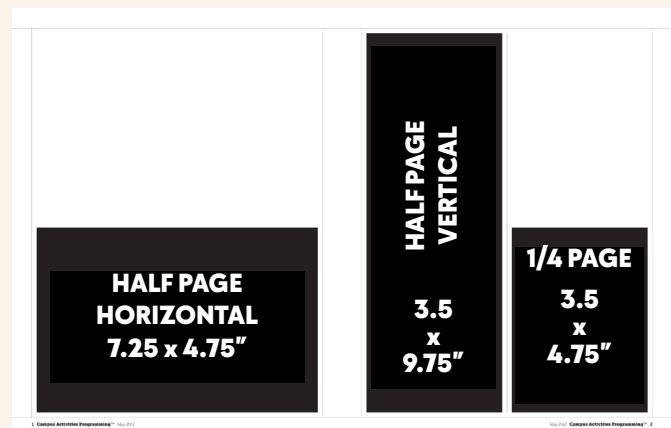
Bleed is an area .125" larger than the trim size on all four sides and is required when ads have pictures or colors going right to the edge of the page. For full page ads, please supply to the exact dimensions of bleed size. If you don't want to have bleed on your ad, it should be supplied to the exact live area size.

FILE FORMATS ACCEPTED

PDF, TIFF, JPG or PNG (at least 300 DPI)
 EPS (all fonts must be included or converted to outlines)

MAGAZINES & CONFERENCE PROGRAMS

NOTE: The NACA® Live program is typically printed in a square (9 x 9") format (see bottom left). Contact Jason Jeffers at jasonj@naca.org if you have any questions about NACA® Live ad specs and details.




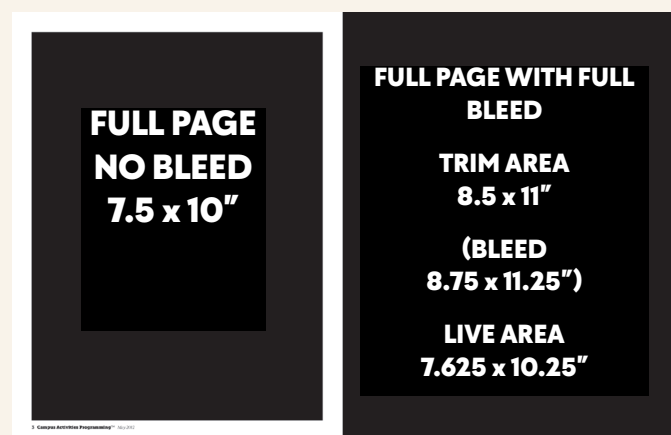
NACA® LIVE PROGRAM
(square format)

FULL PAGE NO BLEED 8.25 x 8.25"

FULL PAGE BLEED 9.25 x 9.25"
 Trim size is 9 x 9"

QUARTER PAGE 3.75 x 3.75"

HALF PAGE 8.25 x 4"

For more information, or to arrange marketing, contact Michael Hood at michaelh@naca.org.

For questions about submitting your artwork, graphics, file types & sizes, etc. contact Jason Jeffers at jasonj@naca.org.