



NEW ENGLAND ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

APPLICATION FOR PRINT ADVERTISING

PART I • Please Print or Type Information Below:

Organization Name

Contact Name

Contact Title

Contact Email Address

Contact Phone Number

Billing Street Address

City State Postal Code Country

Mailing Address (if different from Billing Address)

City State Postal Code Country

By filling out this application to purchase print advertising, the above-named organization and the agent(s) acting on their behalf agree to the Terms of Agreement and will abide by the deadlines set by NEACAC. My program, product or service will not violate or create conflict with NEACAC's adherence to NACAC's Statement of Principles of Good Practice.

Signature Date

NEACAC thanks you for advertising in our print publications.

Note: Application deadlines are listed in the opportunities for advertising, sponsorship, and exhibitor brochure.

<p>Do you require an invoice? <input type="checkbox"/> Yes <input type="checkbox"/> No Is payment enclosed with this application? <input type="checkbox"/> Yes <input type="checkbox"/> No Please indicate if payment is by: <input type="checkbox"/> Check <input type="checkbox"/> Credit Card</p> <p>MasterCard®, VISA® or American Express® credit card payment is accepted online at www.neacac.org and follow the payment link.</p>

Terms of Agreement between NEACAC and Advertisers, Sponsors or Exhibitors

- The relationship between NEACAC and any advertiser and sponsor does not represent an exclusive agreement between NEACAC and the specific institution, organization, or corporation, nor does it suggest that NEACAC endorses the programs, products, or services of the institution, organization, or corporation.
- All advertising, sponsorship, and inclusion of vendors or institutions must be of professional relevance to NEACAC members and is subject to approval by NEACAC.
- Advertising and sponsorship are offered on a first-come, first-served basis and are subject to application and payment deadlines published by NEACAC. Availability is limited.
- NEACAC reserves the right to review applications for advertising and sponsorships and reject an application subject to factors such as questionable business practices, those having a mission in conflict with NEACAC, or those who desire to assume control of an association event.
- NEACAC will make every effort to contact advertisers should there be problems with their print ads. However, we are not responsible for typographical or printer errors due to improper formatting. Advertisers and their agents assume liability for the content of advertisements printed and will assume responsibility for all claims that may arise from their advertising. Advertisers will receive a complimentary copy of the publication in which their advertisement appears.
- All advertisers and sponsors will agree to sign a statement stating that their program, product, or service will not violate or create conflict with NEACAC's adherence to the National Association for College Admission Counseling's Statement of Principles of Good Practice (SPGP) available at www.nacacnet.org/MemberPortal/AboutNACACPolicies/.
- No additional discounts are available for NEACAC member institutions other than those advertised on this application.

Please mail or fax this application to:

Lynne O'Shaughnessy, Executive Administrator
NEACAC
P.O. Box 418
Kittery, Maine 03904
Phone: 603-367-3292
Fax: 603-947-6400
Email: admin@neacac.org
Web: <http://www.neacac.org>

Federal Tax ID number: 04-2612481
NEACAC is a 501(c)(3) nonprofit organization

APPLICATION FOR PRINT ADVERTISING

PART II

Instructions: please check options for purchase.

MEMBERSHIP & RESOURCE DIRECTORY

Black & White Ads only Ad Format
PDF file

Please email Lynne at admin@neacac.org for specifications.

- Inside Front Cover \$ 800
- Inside Back Cover \$ 700
- Full Page Ad \$ 500
- Half Page Ad \$ 300

NEWSLETTER (5 Issues per year)

Ad Format PDF preferred
Advertisements may be submitted electronically to
Nakia Noble, Chair, NEACAC Communication Services:
communications@neacac.org.

Color Options: Black
 Black and Red (PMS 186)
 (No additional charge for color)

- Full Page Ad \$ 500
7.5" x 10"
- Half Page Ad Horizontal \$ 300
7.5" x 4.75"
- Half Page Ad Vertical \$ 300
3.75" x 10"
- Quarter Page Ad \$ 175
3.75" x 4.75"
- Eighth Page Ad \$ 100
3.75" x 2.25"

Submitted for:

- Early Fall Issue
- Late Fall Issue
- Winter Issue
- Spring Issue
- Summer Issue

ANNUAL MEETING & CONFERENCE (AMC)

Audience 500 – 750 participants
Program Book Black & White Ads only
Ad Format PDF, EPS, or JPEG high resolution
Program Insert Color or Black & White
Flyer or Postcard

Please email Lynne at admin@neacac.org for specifications.

- Inside Front Cover \$ 800
- Inside Back Cover \$ 700
- Full Page Ad \$ 500
- Half Page Ad Horizontal \$ 300
- Half Page Ad Vertical \$ 300
- Quarter Page Ad \$ 175
- Program Insert \$ 500

SUMMER INSTITUTE (SI)

Training program is for new guidance and college admission counselors with zero to three years of experience. Audience: 100 – 130 participants

Program Book Black & White Ads only
Ad Format PDF, EPS, or JPEG high resolution.

Advertisements may be submitted electronically to:
admin@neacac.org.

- Program Ad \$ 300

NEACAC COLLEGE FAIR POSTERS

NEACAC COLLEGE FAIR BAGS

Ad Format Adobe Illustrator, saved as outlines,
EPS or high resolution JPEG files.
Artwork must be camera-ready.

Please email Lynne at admin@neacac.org for specifications.

- Poster Ad \$ 900
- Bag Ad \$ 700

Total Cost of Ads selected above = \$ _____

- Take 20% off above with five ads purchase
- Take 10% off above with three ads purchase

Amount of Discount = \$ _____

Total Amount for Invoice/Payment = \$ _____