



# 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.

Do you require an invoice?  Yes  No  
Is payment enclosed with this application?  Yes  No  
Please indicate if payment is by:  Check  Credit Card

MasterCard®, VISA® or American Express® credit card payment is accepted online at [www.neacac.org](http://www.neacac.org) and follow the payment link.

### 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/](http://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](mailto: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.

### NEWSLETTER (5 Issues per year)

Ad Format PDF preferred  
Advertisements may be submitted electronically to  
Bill Jack, Chair, NEACAC Communication Services:  
[communications@neacac.org](mailto:communications@neacac.org).

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

- Full Page Ad \$ 500  
7"w x 9.25"h
- Half Page Ad Horizontal \$ 300  
7"w x 4.625"h
- Half Page Ad Vertical \$ 300  
3.625"w x 9.25"h
- Quarter Page Ad Vertical \$ 175  
3.625"w x 4.625"h
- Quarter Page Ad Horizontal \$ 175  
7.5"w x 2.3125"h
- Eighth Page Ad Horizontal only \$ 100  
3.625" x 2.3125"h

Submitted for:

- Early Fall Issue (online)
- Late Fall Issue (online)
- Winter Issue (online)
- Spring Issue (printed)
- Summer Issue (online)

### 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](mailto: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

### 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](mailto: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 = \$ \_\_\_\_\_**