

NACEWeb.org Space Reservation Form



SPONSORED CONTENT

Web Page	Average Page Views per month	Member rate per month	Nonmember rate per month
Homepage	17,836	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,500

Space is limited to one advertiser per month.

Select Months

<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December
<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June

Discount: Sign up for 3 or more months and receive a 10% discount. Order must be placed in a single transaction.

SPONSORED CONTENT SPECIFICATIONS

- Headline: 60 characters with spaces
- Description: 215 characters with spaces
- URL: Include http and add Google Analytics tags for client-side tracking

The image shows two examples of sponsored content. The left example is a full-page layout with a blue header 'NACE BOARD OF DIRECTORS' and a large graphic. The main headline is 'Reminder for NACE members'. Below it, the text reads 'NOMINATIONS NOW OPEN FOR THE NACE BOARD OF DIRECTORS 2022-23'. The sub-headline is 'We're looking for both college and employer members to serve on our Board. Qualified nominees must have at least three years of professional experience in their field. Nominations will be open through November 2, 2021. [Learn More](#)'. The right example is a screenshot of the NACE website showing three article cards. The middle card has the same headline and sub-headline as the left example. The other two cards are 'MAKING CAREER SERVICES MORE EFFECTIVE FOR STUDENTS WITH DISABILITIES' and 'FLEXIBILITY, ACCOMMODATIONS KEY ELEMENTS FOR HIRING NEURODIVERSE EMPLOYEES'.

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BANNER AD

Content Topic	Average Page Views per month	Member rate per month	Nonmember rate per month
<input type="checkbox"/> Career Readiness Articles	25,000	<input type="checkbox"/> \$750	<input type="checkbox"/> \$875
<input type="checkbox"/> Job Market Articles	17,000	<input type="checkbox"/> \$630	<input type="checkbox"/> \$735
<input type="checkbox"/> Career Development Articles	17,000	<input type="checkbox"/> \$570	<input type="checkbox"/> \$665
<input type="checkbox"/> Talent Acquisition Articles	18,000	<input type="checkbox"/> \$540	<input type="checkbox"/> \$630
<input type="checkbox"/> Diversity Articles	5,000	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175
<input type="checkbox"/> Public Policy & Legal Articles	3,000	<input type="checkbox"/> \$90	<input type="checkbox"/> \$105

Rate: \$30/M (member); \$35/M (nonmember)

Space is limited to two advertisers per page. Ad position is determined on a first-come, first-served basis.

Select Months

<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December
<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June

Discount: Sign up for 3 or more months and receive a 10% discount. Order must be placed in a single transaction.

BANNER AD SPECIFICATIONS

- 606 x 500 Pixels (resizes to 300 x 250 Pixels)
- Resolution: 72 dpi
- No animation or flash
- URL: Include http and add Google Analytics tags for client-side tracking
- JPG, PNG, GIF Files
- Color Mode: RGB
- Maximum File Size: 150K

QUESTIONS

Contact **Business Development and Outreach Manager** at businessdevelopment@naceweb.org, 610.625.1020.



NACEWeb.org Space Reservation Form



ADVERTISER

Name _____
Title _____ Organization _____
Address _____
City _____ State _____ Zip _____
Business Phone _____ Email _____

AGENCY (IF APPLICABLE)

Name _____
Title _____ Organization _____
Address _____
City _____ State _____ Zip _____
Business Phone _____ Email _____

AUTHORIZATION SIGNATURE

Employer _____ **Date** _____

The signatures above warrant that they are fully authorized to sign this Agreement on behalf of themselves, if they are signing in their individual capacity, or on behalf of the entity that they represent, if they are signing on behalf of an entity.

PAYMENT

Please contact NACE Accounting at 610.625.1034 to pay by credit card. Normal business hours are Monday through Friday from 8 a.m. to 4 p.m. ET.

Terms and Conditions

1. Advertisers must promote products and services relevant to the career services and/or university relations and recruiting fields. No exceptions allowed.
2. Acceptance of an advertisement is at NACE's discretion. NACE has the right to refuse any advertisement. Acceptance of an advertisement does not imply and may not be construed to constitute endorsement on the part of NACE.
3. Ad rotation begins on the first of every calendar month.
4. Ad materials are due 10 business days prior to the scheduled date of posting. If you do not have your materials to NACE by the specified materials due date, you will forfeit your insertion.
5. Space is limited to two advertisers per page for banner ads and one advertiser per homepage native ad. Ad position is determined on a first-come, first-served basis.
6. The advertiser agrees to pay for all listings in accordance with this contract. Payment is due with space reservation form. (Credit card will not be billed until NACE has accepted the reservation.)
7. Cancellations: Cancellations will be accepted up to three business days before the scheduled date of posting provided that the cancellation request is in writing. If cancellation is made after that, the advertiser or authorized agent will be liable for the payment of the full billing amount.

**RETURN FORM
TO KATRINA SCHREEFER**
businessdevelopment@nacweb.org
610.625.1020