

NACUMS NOTES

National Association of College & University Mail Services



Business Partners Media Guide



NACUMS Notes is the official newsletter for NACUMS. The purpose of the National Association of College and University Mail Services is to establish a communication channel for colleges and universities.

Published 3 times per year; each issue is mailed to all NACUMS members and NACUMS Business Partner Members. This allows our Business Partners exposure in addition to the NACUMS website.

WHAT DOES EACH ISSUE INCLUDE?

There are several key components to NACUMS Notes, each issue, you will see updates on:

- NACUMS activities
- NACUMS Committee Reports
- NACUMS Member Highlight
- Pertinent Info from the United States Postal Service
- Articles pertinent to our membership and its development from retired and active members as well as industry professionals
- Regional association updates
- Regional events
- Plus more . . .

WHO RECEIVES EACH ISSUE?

NACUMS Notes is distributed to approximately 440 NACUMS members and all of its Business Partner members. Every issue is also available to NACUMS members online at the NACUMS website, www.nacums.org, ensuring easy access to the membership.

WHY SHOULD YOU ADVERTISE?

- NACUMS is a targeted market giving business partners exposure to colleges and universities across the nation.
- NACUMS is a credible educational source for colleges and universities that values the relationships it has developed with its business partners.
- Your company is able to relay the images relevant to your brand which can spur web searches and visits.
- Imagery and branding are memorable and can visually engage and create personal interaction with your targeted market.

TARGETED PUBLICATION DATES

- January Winter Issue
- April Spring Issue
- September Conference Issue



Issue Advertisement and/or Article Deadlines

| Issue | Advertisement Deadline |
|----------------------------|--------------------------------|
| January Winter Issue | By the 20th of the month prior |
| April Spring Issue | By the 20th of the month prior |
| September Conference Issue | By the 20th of the month prior |

*Advertisement and Article space is within the body of NACUMS Notes
and is placed at the discretion of the Editor.*

Issue Advertisement and/or Article Costs

Quarter Page – 4.5" H x 3.625" W

| Member | | Non-Member | |
|--------------------------------|----------|----------------------------|----------|
| January/April/September Issues | \$205.00 | January/April/Sept. Issues | \$410.00 |
| January/April Issues | \$140.00 | January/April Issues | \$280.00 |
| April /September Issues | \$140.00 | April /September Issues | \$280.00 |
| January Winter Issue | \$75.00 | January Winter Issue | \$150.00 |
| April Spring Issue | \$75.00 | April Spring Issue | \$150.00 |
| September Conference Issue | \$75.00 | April Spring Issue | \$150.00 |

Half Page – 4.5" H x 7.5" W or 9.25" H x 3.625" W

| Member | | Non-Member | |
|--------------------------------|----------|--------------------------------|----------|
| January/April/September Issues | \$280.00 | January/April/September Issues | \$560.00 |
| January/April Issues | \$190.00 | January/April Issues | \$380.00 |
| April/September Issues | \$190.00 | April/September Issues | \$380.00 |
| January Winter Issue | \$100.00 | January Winter Issue | \$200.00 |
| April Spring Issue | \$100.00 | April Spring Issue | \$200.00 |
| September Conference Issue | \$100.00 | September Conference Issue | \$200.00 |

Full Page – 9.25" H x 7.5" W

| Member | | Non-Member | |
|--------------------------------|----------|--------------------------------|------------|
| January/April/September Issues | \$505.00 | January/April/September Issues | \$1,010.00 |
| January/April Issues | \$340.00 | January/April Issues | \$680.00 |
| April/September Issues | \$340.00 | April/September Issues | \$680.00 |
| January Winter Issue | \$185.00 | January Winter Issue | \$350.00 |
| April Spring Issue | \$185.00 | April Spring Issue | \$350.00 |
| September Conference Issue | \$185.00 | September Conference Issue | \$350.00 |



Advertisement/Article Specifications

- NACUMS reserves the right to refuse any advertising, articles or sponsorship.
- Advertisers are entirely liable for the content of their advertising and responsible for any claims.
- Content may include text and images in any ratio as long as it conforms to purchased space.
- Newsletter advertisements/articles must conform to the purchased space and be submitted in .jpg, .jpeg, .png, .eps, .pdf or .ai file format via online submission.
- At NACUMS discretion, file size may be reduced by NACUMS to add no more than 50 kilobytes to the NACUMS Notes newsletter file size when publishing online.
- Please use the [following link](#) to purchase your ad.
https://form.jotform.com/NACUMS_org/ArtWorkSubmittal

Sponsorship Information

The NACUMS Executive Board must approve all applicants for Business Partner Membership. The nature of business of all applicants must be applicable and relevant to the best interest of the NACUMS general membership. The NACUMS Executive Board holds the right to terminate membership if a member is found in violation of the NACUMS Code of Ethics. The Business Partner Membership period is January 1 through December 31. More information on Corporate Sponsor Membership can be found on the [NACUMS website](#) at: <https://www.nacums.org/new-business-partner-request>

Payment/Cancellation Policy

Payment for advertising is due by the issue deadline. Any cancellations after the 15th day of the month prior to the anticipated publishing date (i.e., the date that advertising artwork is due) will not be refunded. No advertisements or sponsorships are complete until the Advertising/Sponsorship Agreement is completed, signed, delivered, and accepted by NACUMS. If space is limited in a specific issue, NACUMS will give preference to Corporate Sponsors.

