



BUSINESS OFFICER MAGAZINE 2020



Business Officer magazine, now publishing bi-monthly, reaches nearly 41,000 campus decision makers[†] with in-depth features on timely topics, how-to articles, analyses of legislative and regulatory developments, and interviews with movers and shakers within higher education.



NACUBO MEMBERS AT A GLANCE



2,197
unique organizations

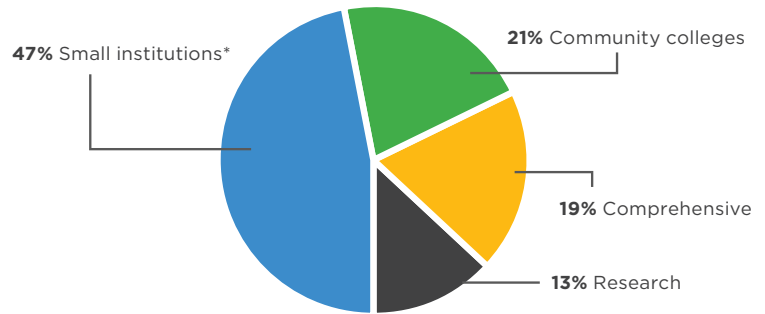


1,879
unique higher ed Institutions



55,000+
individuals receiving member benefits

Institution Members by Constituent Group



*Small institutions have 4,000 or less full-time equivalent enrollment

BUSINESS OFFICER READERS AT A GLANCE

20,500
subscribers

41,000
total readership

AWARD-WINNING CONTENT

Business Officer magazine has garnered national recognition, including numerous Excel Awards presented by Association Media & Publishing:

2018 Silver, General Excellence

2017 Silver, Single Topic Issue

2016 Bronze, Cover Illustration

2016 Silver, Single Topic Issue

2015 Silver Award, Single Topic Issue

[†]Based on net press run, August 31, 2019.



BUSINESS OFFICER

BUSINESS OFFICER MAGAZINE 2020 EDITORIAL CALENDAR AND DEADLINES

ISSUE	FOCUS	RESERVATIONS DUE	MATERIALS DUE
January/ February	Data Analytics, Accounting, and Financial Reporting	December 5, 2019	December 10, 2019
March/April	Endowment and Debt Management: Coverage of 2020 NACUBO-TIAA Study of Endowments and Finance	February 3, 2020	February 10, 2020
May/June	Preview of NACUBO 2020 Annual Meeting and Energy and Efficiency	April 6, 2020	April 13, 2020
July/August	NACUBO 2020 Annual Meeting	June 4, 2020	June 9, 2020
September/ October	Coverage of NACUBO 2020 Annual Meeting and Facilities	August 6, 2020	August 11, 2020
November/ December	Planning and Budgeting, Technology, and Campus Operations	October 5, 2020	October 13, 2020

*Onsite bonus distribution to attendees at the NACUBO 2020 Annual Meeting in Washington, DC from July 11-14.

BUSINESS OFFICER MAGAZINE 2020 FOUR-COLOR ADVERTISING RATES

SIZE	1x	2-3x	4-6x
Full Page	\$5,885	\$5,565	\$5,300
Full Page Premium Position	\$6,995	\$6,645	\$6,295
Half Page	\$4,065	\$3,850	\$3,635
Spread	\$9,095	\$8,670	\$8,240
Cover 2	\$7,275	\$6,900	\$6,525
Cover 3	\$6,800	\$6,460	\$6,120
Cover 4	\$7,925	\$7,550	\$7,125

ADVERTISING DISCOUNTS

Agencies: Qualified advertising agencies are eligible for a 15% discount.

NACUBO Members: Current NACUBO members receive an additional 10% off their advertising as a benefit of supporting the association through their membership dues.

Packages: Discounts are available for *Business Officer* magazine packages that include additional items: digital advertising (such as *Current e-Newsletter*) and NACUBO 2020 Annual Meeting print and digital advertising.



BUSINESS OFFICER

MECHANICAL SPECIFICATIONS

Format and File Requirements

Preferred Format: PDF/X-1a:2001

Accepted Format: PDF version 1.3, Acrobat 4.0 (flattened PDF)

- > All colors must be CMYK or grayscale (not RGB or spot color).
- > All fonts must be embedded in the file.
- > Maximum ink density of 280% is recommended.
- > Black text less than 12 point should be 100% black only, not “rich black” including other colors.
- > Image resolution recommended: 300 dpi for color or grayscale images and 1,200 dpi for fine art.
- > Live matter not intended to bleed should be 3/16” or more from trim.
- > DO NOT include any crop marks in the image area. The final ad file should contain only the ad.
- > Full Page and Spread ads must include a 1/8” bleed on all sides.

Mechanical Specifications

Magazine Trim Size 8-3/8” x 10-7/8”

Bleed Spread..... 17-1/8” x 11-1/8”

Full Page with 1/8” Bleed 8-5/8” x 11-1/8”

(Live Area = 3/16” within trim)

Half-Page Horizontal 7-1/8” x 4-5/8”

Half-Page Vertical 3-3/8” x 9-5/8”

Advertiser Index

Confirmation of the ad index company information is due by the material deadline for each published item. If confirmation of the index information is not received by the deadline, NACUBO will run the information listed on the insertion order, or the last known contact information for the advertiser.

Sample ad index format:

ABC Company

111 Main Street

Suite 100

Washington, DC 20005

PH 555.555.5555

www.abcompanysample.com

GENERAL POLICIES FOR ADVERTISERS

The advertiser assumes liability for the content of all advertising printed and also assumes responsibility for any claims related to that content. All advertising is subject to approval of the publisher. Individuals or organizations not known to NACUBO may be asked to pay in advance for the first insertion of an advertisement.

Cancellation of and changes to space reservations must be received in writing prior to the published space reservation deadlines in order to avoid penalties.

Alterations to materials must be received prior to published-materials deadlines. NACUBO reserves the unrestricted right to reject any advertising at any time. Failure to publish an advertisement invalidates the order only for that insertion but does not constitute a breach of contract.

All positions, other than premium ones, are given on a space-available basis.

Position requests will be filled to the greatest extent possible but cannot be guaranteed, except for cover and paid premium positions.