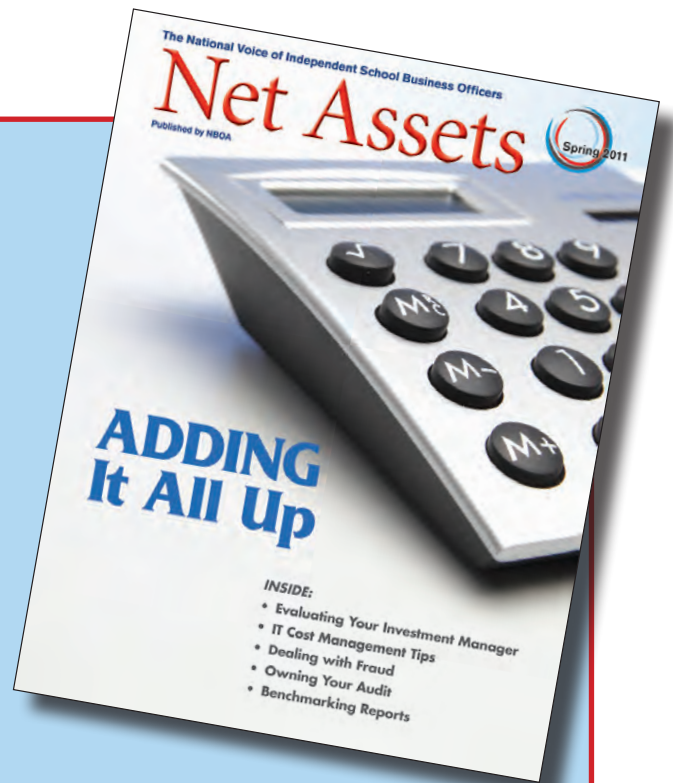


2012 – 2013 *Net Assets* Magazine Media Kit



The National Voice of Independent
School Business Officers

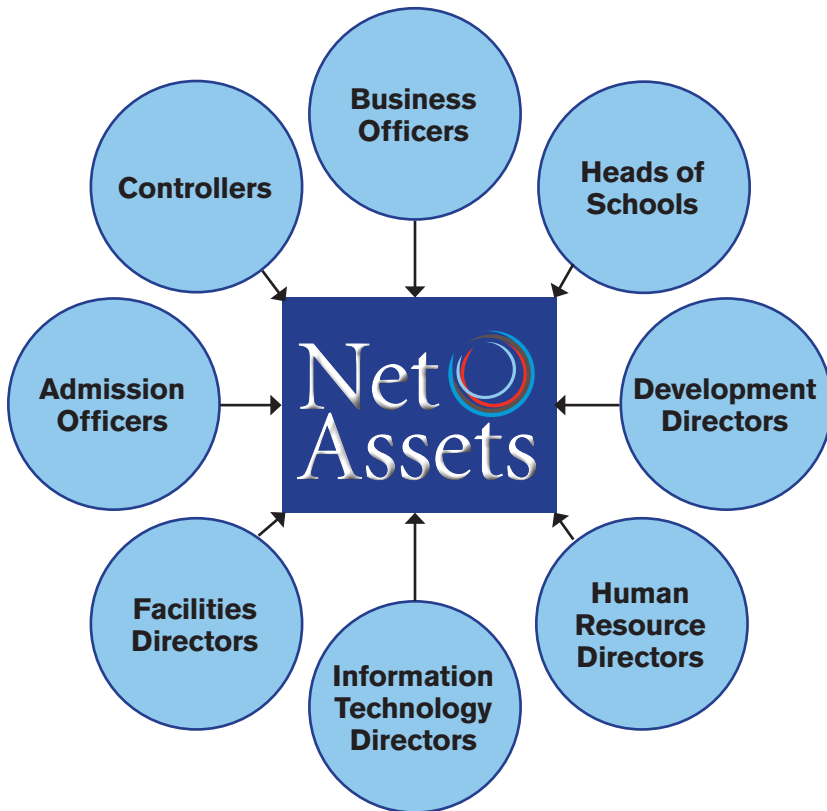
Net 
Assets

Published by NBOA

The best way to reach business
decision-makers at independent schools

The Net Assets Advantage

Making good business decisions is critical to the success of independent schools. The National Business Officers Association (NBOA) is focused on serving the needs of business officers, heads of schools, development directors, human resources directors, information technology professionals, admission officers, controllers, facilities directors, and other senior school administrators. Together, these professionals make the critical buying decisions that allow independent schools to run smoothly and efficiently and meet the academic goals to carry out their missions.



Net Assets magazine, published bimonthly (6X per year), reaches more than 3,500 of these top decision-makers. Guided by an Editorial Advisory Board of leading independent school business officers, *Net Assets* provides forward-thinking, practical solutions to the financial and operational challenges facing independent schools.

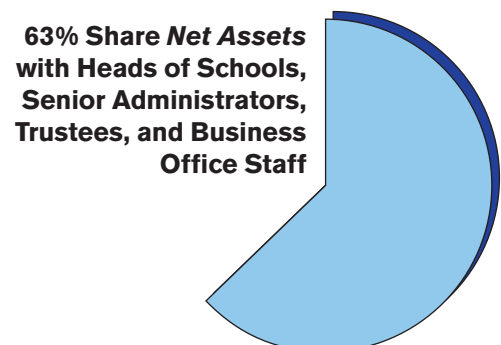
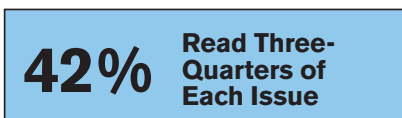
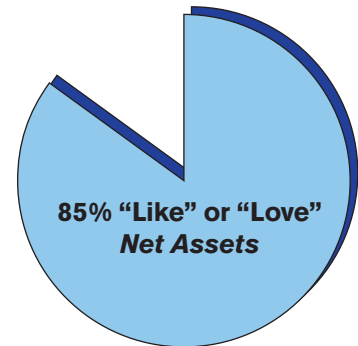
What Readers Say

"I love Net Assets! It's so powerful and so accessible. I took the last issue with me on the plane and highlighted things in every single article. Within a week of reading it, I had used it at three separate meetings. It's a fantastic piece of work!"

"Net Assets hit our mailboxes this morning and folks were stunned by the cover and the timeliness! I've already had great comments on content from our HR Director and Assistant Head. It seems Net Assets serves more than just the Business Officer. Kudos."

Net Assets by the Numbers

Recently we asked NBOA members to rate *Net Assets* on several key criteria. Here's what they said:





Editorial Calendar

Net Assets continually tracks emerging trends in the worlds of business and education and provides in-depth analysis, new ideas, best practices, survey results, interviews with key leaders, and more.

Each issue is focused on a major theme relevant to independent school business strategy and operations.

| Issue | Themes | Ad Closing | Materials Deadline |
|------------------------|---|--------------------|--------------------|
| January/February 2012 | The NBOA Symposium Preview Issue | November 4, 2011 | November 18, 2011 |
| March/April 2012 | NBOA Symposium On-Site Issue Human Resources | January 6, 2012 | January 20, 2012 |
| May/June 2012 | Financial Sustainability | March 9, 2012 | March 23, 2012 |
| July/August 2012 | Facilities | May 9, 2012 | May 21, 2012 |
| September/October 2012 | Technology | July 9, 2012 | July 20, 2012 |
| November/December 2012 | Financial Management & Reporting | September 10, 2012 | September 20, 2012 |
| January/February 2013 | The NBOA Symposium Preview Issue | November 9, 2012 | November 20, 2012 |
| March/April 2013 | NBOA Symposium On-Site Issue | January 9, 2013 | January 21, 2013 |
| May/June 2013 | Hot Topic TBD | March 8, 2013 | March 20, 2013 |



Advertising Contact

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4501 Hazelnut Court
Chantilly, VA 20151
703-402-9713
FAX 703-783-5501

arickard@associationvision.com

www.associationvision.com

TERMS AND CONDITIONS

- All ads are subject to approval by NBOA.
- Frequency discounts are based on the number of ads run within a 12-month period.
- Ads may not be cancelled after the ad closing dates published in the NBOA media kit.
- An advertiser who does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned.
- Premium positions may not be available if purchased earlier by other advertisers.
- Ads will be invoiced upon publication of each issue. Payment is due 30 days from date of invoice.
- NBOA reserves the right to require advance payment for ads.



2012-2013 Net Assets Advertising Contract

NBOA Member Advertising Rates (Rates are per issue and are the same for 4C and BW)

| Advertisement | 1X | 4X | 6X |
|--|----------|----------|----------|
| Back Cover | \$ 2,400 | \$ 2,200 | \$ 2,000 |
| Inside Front Cover | \$ 2,100 | \$ 1,900 | \$ 1,675 |
| Opposite Inside Front Cover | \$ 2,100 | \$ 1,900 | \$ 1,675 |
| Inside Back Cover | \$ 2,100 | \$ 1,900 | \$ 1,675 |
| Full Page Ad Opposite the "Projections" Column | \$ 2,050 | \$ 1,850 | \$ 1,625 |
| Full Page Ad Guaranteed within First 11 Pages | \$ 2,000 | \$ 1,650 | \$ 1,550 |
| Full Page Ad | \$ 1,550 | \$ 1,350 | \$ 1,150 |
| Half Page Ad | \$ 1,250 | \$ 1,025 | \$ 875 |

NBOA Non-Members add 20% to the above rates.

Please circle the desired ad in the chart above and check off the desired issues below.

- Jan/Feb 2012 Mar/Apr 2012 May/June 2012
 July/Aug 2012 Sept/Oct 2012 Nov/Dec 2012
 Jan/Feb 2013 Mar/Apr 2013 May/June 2013

ADVERTISER INFORMATION

Contact Name _____
Company _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ E-Mail _____
Signature _____

Circle Credit Card Type: VISA MC AMEX

Name on Card _____

Card # _____ Security Code* _____

Expiration Date _____ Dollar Amount to Charge _____

* Visa and MasterCard Users: Look at the signature box on the back of your card. You should see either the 16-digit credit card number or just the last 4 digits followed by a 3-digit code. This 3-digit code is your Security Code.

American Express Users: Look for the 4-digit code printed on the front of your card just above and to the right of your credit card

ADVERTISING CONTACT INFORMATION

Al Rickard, CAE
President
Association Vision
4501 Hazelnut Court
Chantilly, VA 20151
703-402-9713
arickard@associationvision.com

ADVERTISING PAYMENT INFORMATION

Advertisers will be invoiced for ads upon publication of each issue. If you wish to pay by credit card, please fill out the information to the left. Fill in the per-issue dollar amount and your card will be charged upon publication of each issue.

**Please e-mail this form to
Al Rickard at arickard@associationvision.com or FAX it
to him at 703-783-5501**



2012-2013 Net Assets Material Specifications

Trim Size:

8 1/2" x 11"

Preferred Materials:

- Press quality PDF files are preferred.
- Pre-flighted, digital files may be supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as www.yousendit.com or www.sendbigfiles.com.

Software Programs

We recommend files to be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

File Format Information

- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

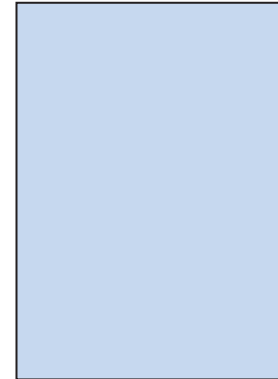
No Ad? No Worries!

If you don't have an ad, we can create one for you! Contact Al Rickard at 703-402-9713 or arickard@associationvision.com.

Send advertising materials to:

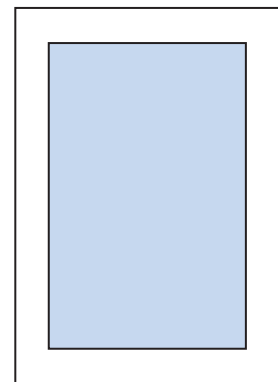
Al Rickard, CAE
President
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4501 Hazelnut Court
Chantilly, VA 20151
703-402-9713

arickard@associationvision.com



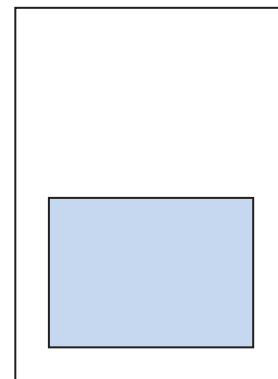
Full Page Bleed

8 3/4" x 11 1/4"



Full Page Non-Bleed

7 1/4" x 10"



Half Page Horizontal

7 1/4" x 4 3/4"