



# NCDA National Career Development Association *Career Developments* 2012-13 Advertising Rates

**Published:** The NCDA members magazine is published four times per year in September, December, March and June.

**Circulation:** 5,000

## CLOSING DATES

Issue Date	Editorial Focus	Insertion Order Due	Advertising Materials Due
Fall 2012	Social Justice Through Career Services	July 12, 2012	August 2, 2012
Winter 2012	Career Development in the Next 100 Years	October 11, 2012	November 1, 2012
Spring 2013	Skills for Career Success in the 21st Century	January 10, 2013	January 31, 2013
Summer 2013	Celebrating Today's Encore Careers	April 11, 2013	May 2, 2013
Fall 2013	Achieving Life-Career Satisfaction	July 11, 2013	August 1, 2013

## DEMOGRAPHICS:

### Membership by Work Setting:

#### Education:

Elementary School	1%
Middle/Junior High	1%
School District	1%
Secondary/High School	5%
Vocational/Tech School	1%
Colleges/Universities	46%
Junior/Community College	10%

#### Other:

Association/Foundation	1%
Business/Industry	6%
Career Development Center	6%
Community Agency	3%
Correctional Facility	1%
Government	5%
Military	.5%
Pastoral/Religious	.5%
Private Counseling/Practice	13%
Rehabilitation	1%

### By Occupation:

Administrator	11%	Other	15%
College Student Affairs	8%	Paraprofessional	2%
Counselor	30%	Research/Eval/Measurement	1%
Counselor Educator	10%	Self Employed	9%
Counselor Supervisor	4%	Student	9%

## AD RATES - PER INSERTION

All ad rates are net to NCDA

Four Color	1X	2X	3X	4X
Cover 2 & 4	1843	1751	1663	1580
Cover 3	1773	1684	1600	1520
Full Page	1418	1347	1280	1216
2/3 Page	1040	988	939	892
1/2 Page	851	808	768	730
1/3 Page - (vertical or horizontal)	614	583	554	526

  

Black and White	1X	2X	3X	4X
Full Page	1276	1212	1152	1094
2/3 Page	936	889	845	803
1/2 Page	766	727	691	657
1/3 Page - (vertical or horizontal)	553	525	499	473

## MECHANICAL REQUIREMENTS

Magazine trim size 8 3/8 wide x 10 7/8 high

**Full Page:** 7 3/8" wide x 9 7/8" high (non-bleed) OR 8 5/8 wide x 11 1/8" high (bleed)

**2/3 Page:** 4 3/4" wide x 9 7/8" high

**1/2 Page:** 7 3/8" wide x 4 3/4" high

**1/3 Page:** 4 3/4" x 4 3/4" (square) OR 2 1/4" wide x 9 7/8" high (vertical)

**Media:** High resolution (300 dpi) PDF are preferred (can be e-mailed to [dgann@ncda.org](mailto:dgann@ncda.org)), or InDesign, or Quark Express files. Ads submitted on disk must include all fonts, original art files and a laser proof.

Advertising rates subject to change without notice unless prior advertising commitment received. Total billing due and payable within 30 days of invoice date. All cancellations must be in writing prior to the insertion deadline for issue and shall not be considered accepted until confirmed by NCDA.

Ads will be invoiced by NCDA for each issue individually when magazine is printed.

If you are interested in promoting your organization even further (presence on the NCDA Website, Conference, etc.), ask about our Sponsorship Program. Contact Deneen Pennington at [dpenn@ncda.org](mailto:dpenn@ncda.org) for more information.

### FOR FURTHER INFORMATION, CONTACT:

Debbie Gann

NCDA • 305 N. Beech Circle • Broken Arrow, OK 74012

Phone: 1-866-367-6232

Fax: 918-663-7058

E-mail: [dgann@ncda.org](mailto:dgann@ncda.org)

Submit all ad materials insertion order forms to NCDA.



## NCDA Magazine Advertising Insertion Order

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact: \_\_\_\_\_

E-mail: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

\_\_\_\_\_

**Ad insertion for:** (check all that apply; please note that covers are four color, full page only)

\_\_\_\_ Four Color    \_\_\_\_ Black & White    \_\_\_\_ Cover 2    \_\_\_\_ Cover 3    \_\_\_\_ Cover 4

☐ **September 2012 Issue**

☐ Full Page    ☐ 2/3 Page    ☐ 1/2 Page    ☐ 1/3 Page:    ☐ Vert    ☐ Square

☐ **December 2012 Issue**

☐ Full Page    ☐ 2/3 Page    ☐ 1/2 Page    ☐ 1/3 Page:    ☐ Vert    ☐ Square

☐ **March 2013 Issue**

☐ Full Page    ☐ 2/3 Page    ☐ 1/2 Page    ☐ 1/3 Page:    ☐ Vert    ☐ Square

☐ **June 2013 Issue**

☐ Full Page    ☐ 2/3 Page    ☐ 1/2 Page    ☐ 1/3 Page:    ☐ Vert    ☐ Square

☐ **September 2013 Issue**

☐ Full Page    ☐ 2/3 Page    ☐ 1/2 Page    ☐ 1/3 Page:    ☐ Vert    ☐ Square

**Total amount to be billed per insertion** (see Advertising Rates Page 2)

\$ \_\_\_\_\_ (rate) x \_\_\_\_\_ (# of insertions) = \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit all ad copy by email to [dgann@ncda.org](mailto:dgann@ncda.org) or send to:  
NCDA • 305 N. Beech Circle • Broken Arrow, OK 74012  
Phone: 866-367-6232

## GENERAL CONDITIONS FOR ADVERTISING IN THE *NATIONAL CAREER DEVELOPMENT ASSOCIATION MAGAZINE*

- No advertisement shall be published unless an insertion order form and ad copy (see mechanical requirements) is received at the offices of NCDA by the closing deadline specified by NCDA for the issue(s) desired.
- Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of NCDA by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.
- If all necessary advertising materials are not received at the offices of NCDA. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.
- No advertisement may be canceled after the specified closing deadline for the issue in which it is scheduled to appear.
- Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.
- The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.
- The Publisher shall not be responsible for errors caused by designers and typesetters.
- The Publisher shall not be responsible for claims made in advertisements and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.
- All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.
- The Advertiser and any agency utilized by it are subject to satisfactory credit reports.
- The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.
- In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.