Meet your marketing and sales goals with digital advertising. Explore targeted opportunities to reach 5,000 attendees in the Emerald City.

Advertising placements enhance the visibility of your Exhibit Hall location and encourage attendees to stop by your booth. If you cannot exhibit, advertising is a low-cost and measurable way to put your brand in front of attendees as they make recommendations to district decision-makers.

**GET TO KNOW THE CONVENTION ATTENDEES YOU COULD BE REACHING**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>20%</td>
</tr>
<tr>
<td>30-39</td>
<td>28%</td>
</tr>
<tr>
<td>40-49</td>
<td>28%</td>
</tr>
<tr>
<td>50-59</td>
<td>17%</td>
</tr>
<tr>
<td>60 and over</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children 4 and under</td>
<td>5%</td>
</tr>
<tr>
<td>Children ages 5-12</td>
<td>56%</td>
</tr>
<tr>
<td>Children ages 13-21</td>
<td>24%</td>
</tr>
<tr>
<td>University students</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>
ADVERTISING OPPORTUNITIES

PRECONVENTION E-BLAST
Stay top of mind for registrants traveling to Seattle. This e-newsletter emphasizes last-minute reminders like our mobile app, traveling tips, registration hours, and more.

$699 Inline Rectangle – 318×182 (2 available)
$799 Vertical Rectangle – 279×542 (1 available)

Send Date: February 10, 2025
Art Due: January 29, 2025

CONVENTION DAILY E-BLASTS
Gain premiere visibility for your brand. NASP sends an e-newsletter to attendees each morning of the event, featuring the day’s special events, spotlighted sessions, and major happenings.

$699/day Inline Rectangle – 318×182 (2 available)
$799/day Vertical Rectangle – 279×542 (1 available)

Send Date: Tuesday–Friday of convention week February 18–21, 2025
Art Due: January 29, 2025

GRADUATE STUDENT E-BLAST
Target nearly 2,000 graduate student registrants a few weeks before the convention. This e-blast details sessions and events targeted to graduate students attending in person.

$499 Inline Rectangle – 318×182 (2 available)
$599 Vertical Rectangle – 279×542 (1 available)

Send Date: February 4, 2025
Art Due: January 14, 2025

EARLY CAREER E-BLAST
Get your message in front of nearly 1,000 early career registrants a few weeks before the convention. This e-blast details sessions and events targeted to new professionals in their first 5 years of practice who are attending in person.

$399 Inline Rectangle – 318×182 (2 available)
$499 Vertical Rectangle – 279×542 (1 available)

Send Date: February 4, 2025
Art Due: January 14, 2025

CONVENTION WEB ADS
Reach more than 10,000 users per month viewing the NASP Convention homepage at www.nasponline.org/NASP2025. Ad changes upon page refresh.

$799/month – 250×300 (3 available each month, October–February)

Art Due: The 15th of the Month Prior

CONVENTION MOBILE APP
Nearly 90% of all in-person attendees download and use the NASP convention app to manage their experience on site. Ads will appear at the bottom of select pages.

$1,500 Lower Banner – 1200×200 (5 available)

Launch: Early January 2025
Art Due: December 18, 2024

TOTE BAG INSERT

$3,000/insert

Get your message into the hands of 5,000+ attendees! Include a 2-sided, 8.5×11-inch flyer in the attendee tote bags distributed on site. Direct attendees to visit your booth or website, schedule a demo, take advantage of a special discount, and more. All materials must be preapproved by NASP and received at the NASP office by January 27, 2025.

IN-PERSON ATTENDEE MAILING LIST RENTAL

$150/M (Minimum of 2,000 records per rental.) NASP’s pre- or postconvention in-person registrant mailing list rental is available for one-time rental between December 2024 and June 2025. Specific portions of the list may be identified/rented. Electronic files will be processed in zip code order unless otherwise specified. A sample of the proposed mailing is required in advance, and NASP reserves the right to deny rental of its list based on material content or appearance. All orders will be emailed, unless otherwise specified. Please allow 10 days for delivery of registrant lists.

For more information or to purchase, contact:
Heather Cantley
Infocus Marketing
hcantley@infocusmarketing.com
800-708-LIST

AD SIZES

Lower Banner 1200×200
Inline Rectangle 318×182
Vertical Rectangle 279×542
Web Ad 250×300
REACH VIRTUAL ATTENDEES WITH YOUR PRODUCTS AND SERVICES

Since 2022, the virtual package has attracted approximately 2,000 registrants each year. Extend your reach beyond in-person attendees by advertising on the virtual platform. Get in front of school psychologists before, during, and after the event.

Virtual Attendees’ Demographics
- Mostly school-based practitioners, with more than 75% working on-site as school psychologists.
- Primarily serve children ages 5 through 21 (46% of those surveyed serve ages 5-12, and 23% serve ages 13-21).
- Nearly 60% of virtual attendees are between the ages of 30 and 49.

VIRTUAL ATTENDEE E-BLAST
Target virtual package registrants days before the event. This e-blast contains reminders for virtual attendees and highlights the included sessions.

$449 Inline Rectangle – 318×182 (2 available)
Send Date: February 14, 2025
Art Due: January 29, 2025

VIRTUAL PLATFORM LOBBY BANNERS
Display your message on every page virtual attendees visit. These banners hang in the virtual lobby, which is visible on all internal pages of the platform.

$599/month – 1080×1080 (2 available)
This image is warped to look like a banner hanging on a wall. A PSD template will be provided to adjust your artwork.
Launch Date: January 2025
Art Due: January 14, 2025

VIRTUAL PLATFORM SIDEBAR AD
Displayed on left sidebar on every page on the virtual platform. Ad changes upon page refresh. Only 3 spots available per month!

$599/month – 1080×1080 (2 available)
Available Months: February, March, and April
Art Due: January 14, 2025

VIRTUAL ATTENDEE DAILY E-BLASTS
Gain premiere visibility for your brand. This e-newsletter goes to virtual attendees each morning of the event, featuring the day’s sessions and important reminders about earning CPD.

$499/day Inline Rectangle – 318×182 (2 available)
$599/day Vertical Rectangle – 279×542 (1 available)
Send Date: Tuesday–Friday of convention week February 18–21, 2025
Art Due: January 29, 2025

VIRTUAL ATTENDEE MAILING LIST RENTAL
NASP’s postconvention virtual package registrant mailing list rental is available for one-time rental between March and June 2025. Specific portions of the list may be identified/rented. Electronic files will be processed in zip code order unless otherwise specified. A sample of the proposed mailing is required in advance, and NASP reserves the right to deny rental of its list based on material content or appearance. All orders will be emailed, unless otherwise specified. Please allow 10 days for delivery of registrant lists.

$400/list

For more information or to purchase, contact: Heather Cantley
Infocus Marketing
hcantley@infocusmarketing.com
800-708-LIST

NEED MORE INFORMATION?
For advertising information, contact Melissa Hickman at advertising@naspweb.org or call 301-347-1663.

For additional information about opportunities to reach NASP convention attendees, see the Exhibitor Prospectus and Sponsorship Brochure at www.nasponline.org/NASP2025.
### E-NEWSLETTER ADVERTISING

<table>
<thead>
<tr>
<th>Email Blasts</th>
<th>Art Due</th>
<th>Inline Rectangle (318×182)</th>
<th>Vertical Rectangle (279×542)</th>
<th>Price</th>
<th>File Name</th>
<th>Price</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$699 × ____ = $TH</td>
<td>$799 × ____ = $TH</td>
<td></td>
<td>$699 × ____ = $F</td>
<td>CD-IR_F_Company</td>
<td>$799 × ____ = $F</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>1/14/2025</td>
<td>$499</td>
<td>$599</td>
<td>GS-IR_Company</td>
<td>$499 × ____ = ____</td>
<td>CD-VR_T_Company</td>
<td>$599 × ____ = ____</td>
</tr>
<tr>
<td>Early Career</td>
<td>1/14/2025</td>
<td>$399</td>
<td>$499</td>
<td>EC-IR_Company</td>
<td>$399 × ____ = ____</td>
<td>CD-VR_W_Company</td>
<td>$499 × ____ = ____</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td>$2,378</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ON-SITE ADVERTISING

<table>
<thead>
<tr>
<th>Product</th>
<th>Art Due</th>
<th>Price</th>
<th>Size</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Mobile App</td>
<td>12/18/2024</td>
<td>$1,500</td>
<td>Lower Banner (1200×200)</td>
<td>MA-LB_Company</td>
</tr>
<tr>
<td>Tote Bag Insert</td>
<td>1/27/2025</td>
<td>$3,000/insert</td>
<td>8 ⅝”×11”</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td>$</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### VIRTUAL PACKAGE ADVERTISING

<table>
<thead>
<tr>
<th>Product</th>
<th>Art Due</th>
<th>Price</th>
<th>Size</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Platform Lobby Banner</td>
<td>1/14/2025</td>
<td>$599 × ____ = ____</td>
<td>Lobby Banners (1080×1080)</td>
<td>VP-LB_Company</td>
</tr>
<tr>
<td>Virtual Platform Side Bar</td>
<td>1/14/2025</td>
<td>$599 × ____ = ____</td>
<td>Lobby Sidebar Ads (1080×1080)</td>
<td>VP-SB_Company</td>
</tr>
<tr>
<td>Virtual Attendee E-Blast</td>
<td>1/29/2025</td>
<td>$449</td>
<td>Inline Rectangle (318×182)</td>
<td>VA-IR_Company</td>
</tr>
</tbody>
</table>

| **Subtotal**          |          | $     |                           |                |
| **Total**             |          | $     |                           |                |
Advertising Contract
NASP 2025 ANNUAL CONVENTION
February 18–21, 2025 • Seattle Convention Center Summit & Hyatt Regency Seattle

Insertion Order

Submitting Art
Please upload static JPG or PNG images (animation is not allowed) to https://bit.ly/NASPads by the art due date. Email the click-through link to advertising@naspweb.org. URL (confirm click-through URL upon submission of art)

Please direct any questions or inquiries to NASP advertising at advertising@naspweb.org or 301-347-1663

Payment Information
Credit Card Number ____________________________ CVV ________ Exp. Date ____________

☐ VISA ☐ MasterCard Name as it appears on credit card ________________

NASP cannot except American Express or purchase order payments. No refunds for cancellations on convention advertising space.

This contract for the above-listed advertising in conjunction with the NASP 2025 Annual Convention constitutes the applicant’s agreement to abide by NASP advertising guidelines and regulations included in this document.

Authorized Cardholder’s Signature ____________________________ Date ____________

GENERAL ADVERTISING POLICIES
1. All advertising copy is subject to NASP’s approval. NASP reserves the right to edit or refuse advertising that is determined unsuitable. Because of our commitment to diversity, nondiscrimination, and respect, NASP prohibits discrimination of any kind. Publication of an advertisement does not constitute endorsement or approval of contents in a publication, point of view, standard of service, or opinion presented therein, nor does NASP guarantee the accuracy of information given. NASP reserves the right to add the word “Advertisement” to copy that resembles editorial matter.
2. NASP will not be bound by any conditions appearing on advertising contracts submitted by or on behalf of the advertiser when such a condition conflicts with any provision contained in NASP’s convention advertising policies.
3. Contracts containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical.
4. No cancellations or changes on convention advertising space.

Payment
1. Payment in full is required with the submission of the contract using VISA or MasterCard.
2. Convention advertising is nonrefundable.
3. No discounts apply.

Please direct questions, completed contracts, and ad materials to:
National Association of School Psychologists
Attn: Advertising Department
4340 East West Highway, Suite 402
Bethesda, MD 20814
301-347-1663
advertising@naspweb.org