Meet your marketing and sales goals with newly introduced convention advertising opportunities. Given that NASP 2024 is in New Orleans, one of our most popular destinations, turnout will likely be even higher than our usual 5,000 attendees.

With these new advertising placements, further highlight your Exhibit Hall location or encourage attendees to stop by your booth. If you cannot exhibit, advertising is a low-cost and measurable way to bring your brand to the forefront of attendees’ minds as they make recommendations to district decision-makers.

Meet the Convention Attendees You Could Be Reaching

<table>
<thead>
<tr>
<th>Average Age</th>
<th>Students Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>20–29</td>
<td>Children 4 and under 4%</td>
</tr>
<tr>
<td>30–39</td>
<td>Children ages 5–12 56%</td>
</tr>
<tr>
<td>40–49</td>
<td>Children ages 12–31 23%</td>
</tr>
<tr>
<td>50–59</td>
<td>University students 10%</td>
</tr>
<tr>
<td>60 and over</td>
<td>Other 6%</td>
</tr>
</tbody>
</table>
ADVERTISING OPPORTUNITIES

**PRECONVENTION E-BLAST**
Make your message top of mind for registrants preparing to travel to New Orleans. This e-newsletter style message emphasizes last-minute reminders like our mobile app, traveling during Mardi Gras, the start of on-site registration hours, and more.

$699 Inline Rectangle - 318×182 (2 available)
$799 Lower Banner - 279×542 (1 available)

**Send Date:** February 7, 2024

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**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. E-blasts are available Wednesday through Saturday.

$699/day Inline Rectangle - 318×182 (2 available)
$799/day Lower Banner - 279×542 (1 available)

**Send Date:** Wednesday-Saturday of convention week February 14-17, 2024

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**GRADUATE STUDENTS E-BLAST**
Get your message in front of nearly 2,000 graduate student registrants a few weeks before the event. This e-blast details sessions and events targeted to graduate students attending in person.

$499 Inline Rectangle - 318×182 (2 available)
$599 Lower Banner - 279×542 (1 available)

**Send Date:** January 31, 2024

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**EARLY CAREER E-BLAST**
Get your message in front of nearly 1,000 early career registrants a few weeks before the event. 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 Lower Banner - 279×542 (1 available)

**Send Date:** January 31, 2024

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**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 Leaderboard - 300×50

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**TOTE BAG INSERT**
$3,000/insert

Get your message into the hands of all 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 website, schedule a demo, take advantage of a special discount, and more. You choose how best to showcase your products or services. **All materials must be preapproved by NASP** and received at the warehouse address provided by NASP at least 2 weeks prior to the convention.

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**IN-PERSON ATTENDEE MAILING LIST RENTAL**
$150/M (Minimum of 2,000 records per rental.) NASP’s pre- or post-convention in-person registrant mailing list rental is available for one-time rental between December 2023 and June 2024. 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, contact:
Heather Cantley
Infocus Marketing
hcantley@infocusmarketing.com
800-708-LIST

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**AD SIZES**

- Lower Leaderboard 300×50
- Inline Rectangle 318×182
- Lower Banner 279×542
REACH VIRTUAL ATTENDEES WITH YOUR PRODUCTS AND SERVICES

Since its inception post-COVID, the virtual package has attracted approximately 3,000 registrants each year. Extend your reach beyond in-person attendees by advertising on the virtual platform.

Virtual Attendees’ Demographics
- Tend to skew more on the school-based practitioner side, with more than 75% working on-site as school psychologists.
- Primarily serve children ages 5 through 21 (50% of those surveyed serve ages 5-12, and 20% serve ages 13-21).
- About 60% of virtual attendees are between the ages of 30 and 49.

VIRTUAL ATTENDEE E-BLAST
Get your message in front of nearly 3,000 virtual package registrants a few days before the event. This e-blast contains reminders for virtual attendees and highlights the included sessions.

$549 Inline Rectangle – 318×182 (2 available)

Send Date: February 12, 2024

VIRTUAL ATTENDEE MAILING LIST RENTAL
$450/list
NASP’s postconvention virtual package registrant mailing list rental is available for one-time rental between March and June 2024. 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, contact:
Heather Cantley
Infocus Marketing
hcantley@infocusmarketing.com
800-708-LIST

VIRTUAL PLATFORM LOBBY BANNERS
Extend your reach beyond in-person registrants by advertising on the virtual platform. With nearly 3,000 virtual registrants, this opportunity gets your brand in front of school psychologists nationwide for up to 60 days after the in-person event.

$699/month
1080×1080 (This image is warped to look like a banner hanging on a wall. A PSD template will be provided to adjust your artwork.)

ONLY 2 SPOTS available per month!

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/NASP2024.

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, non-discrimination, 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 in insertion orders submitted by or on behalf of the advertiser when such a condition conflicts with any provision contained in NASP’s convention advertising policies.
3. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical.
4. Cancellations incur a $100 processing fee. No cancellations or changes in orders will be accepted after December 1, 2023.
5. Insertion orders are accepted only for the current convention year.

Please confirm availability prior to submitting your contract with the advertising department at 301-347-1663, or advertising@naspweb.org.

Billing
1. Payment in full is required with the submission of contract.
2. We accept VISA/MasterCard, check, or money order. Checks and money orders must be drawn on a U.S. bank, in U.S. dollars and made payable to “NASP.”
3. No discounts apply.

Please direct questions, insertion orders, 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
## Advertising Contract

**NASP 2024 ANNUAL CONVENTION**

February 14–17, 2024 • New Orleans Marriott and Sheraton New Orleans • New Orleans, LA

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**Company**

__________________________

**Address**

__________________________

**City** __________________________ **State** __________________________ **Zip** ________________

**Contact**

__________________________

**Title** __________________________ **Email** __________________________

**Phone** __________________________ **Fax** __________________________

**Authorized Signature** __________________________ **Date** ________________

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### E-NEWSLETTERS

<table>
<thead>
<tr>
<th>Email Blasts</th>
<th>Inline Rectangle (318×182)</th>
<th>Lower Banner (279×542)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Price</strong></td>
<td><strong>Naming Convention</strong></td>
</tr>
<tr>
<td>Preconvention</td>
<td>$699</td>
<td>PC-IR_Advertiser</td>
</tr>
<tr>
<td>Convention Daily</td>
<td>$699 × ___= $ ____</td>
<td>CD-IR_W_Advertiser</td>
</tr>
<tr>
<td></td>
<td>W</td>
<td>CD-IR_TH_Advertiser</td>
</tr>
<tr>
<td></td>
<td>TH</td>
<td>CD-IR_F_Advertiser</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>CD-IR_S_Advertiser</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>$499</td>
<td>GS-IR_Advertiser</td>
</tr>
<tr>
<td>Early Career</td>
<td>$399</td>
<td>EC-IR_Advertiser</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

### ON-SITE ADVERTISING

<table>
<thead>
<tr>
<th>Product</th>
<th><strong>Price</strong></th>
<th><strong>Size</strong></th>
<th><strong>Naming Convention</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Mobile App</td>
<td>$1,500</td>
<td>Lower Leaderboard (300×50)</td>
<td>MA-LL_Advertiser</td>
</tr>
<tr>
<td>Tote Bag Insert</td>
<td>$3,000/insert</td>
<td>8 ½&quot;×11&quot;</td>
<td></td>
</tr>
<tr>
<td>In-Person Attendee Mailing List Rental</td>
<td>$150/M</td>
<td>(Minimum 2,000)</td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td>$</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Advertising Contract

NASP 2024 ANNUAL CONVENTION
February 14–17, 2024 • New Orleans Marriott and Sheraton New Orleans • New Orleans, LA

VIRTUAL PACKAGE ADVERTISING

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Size</th>
<th>Naming Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Platform</td>
<td></td>
<td>$699 × ___ = $ ____</td>
<td>VP-LB_Advertiser</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lobby Banners (1080×1080)</td>
<td></td>
</tr>
<tr>
<td>□ February</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ March</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ April</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Attendee E-Blast</td>
<td>$549</td>
<td>Inline Rectangle (318×182)</td>
<td>VA-IR_Advertiser</td>
</tr>
<tr>
<td>Virtual Attendee Mailing List Rental</td>
<td>$450/list</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td>$</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Submitting Art
Please submit static JPG or PNG images (animation is not allowed) by January 9, 2024. Art and URL linking instructions can be emailed to advertising@naspweb.org. URL (confirm URL upon submission of art) ________________________________

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

Payment Information

Check Number ________________________________
Check Date ________________________________
Credit Card Number ________________________________ Exp. Date _________
□ VISA  □ MasterCard Name as it appears on credit card ________________________________

NASP cannot except American Express or purchase order payments. $100 cancellation processing fee. No refunds for cancellations on advertising space after December 1, 2023.

This contract for the above-listed advertising in conjunction with the NASP 2024 Annual Convention constitutes the applicant’s agreement to abide by NASP advertising guidelines and regulations included in this document.

Authorized Cardholder’s Signature ________________________________ Date ________________

Payment may be made by VISA/MasterCard, check, or money order. Checks and money orders must be drawn on a U.S. bank, in U.S. dollars and made payable to “NASP.” Please mail your completed contract with your VISA/MasterCard number and expiration date, check, or money order via the U.S. Postal Service to: NASP 2024 Convention, P.O. Box 79469, Baltimore, MD 21279-0469. FedEx, UPS, etc. are not accepted at P.O. Boxes.

No discounts apply.