Reach the Professionals Who Are Reaching Kids

School psychologists serve on the front lines of education’s biggest challenges today. They work with parents, teachers, administrators, and other mental health professionals to help improve the lives and learning of our nation’s children and youth. With an emphasis on problem solving, school psychologists want the most innovative, up-to-date products, books, and services dealing with prevention and interventions, assessment, counseling, mental health, special needs, crises, and more.

Advertise With NASP

Over 25,000 school psychologists and allied professionals worldwide read NASP publications. Advertising with NASP enables you to reach practitioners and researchers, as well as the largest single group of graduate students and trainers. In addition, pass-along, repeat, and library readership is high because NASP publications provide useful, relevant information on every aspect of the profession.

Our readers rely on:
- *Communiqué* for the latest news on public policy, professional issues, book and product reviews, opinion pieces, and more.
- Convention programs for an overview of the world’s largest, most popular convention of school psychologists.
- The NASP website, [www.nasponline.org](http://www.nasponline.org), for quality, up-to-date, and easily accessible online resources.
- The Career Center for free online job searches, résumé posting, and career resources.

NASP publications are the best way to reach school psychologists, at the best rates in the industry.

*Add NASP to your advertising plans today!*

Are you interested in advertising online with NASP?

Contact the Advertising Department at [advertising@naspweb.org](mailto:advertising@naspweb.org) or 301-347-1663.
Communiqué (CQ)

Communiqué, the official newspaper of NASP, is the premiere source of news and information relevant to daily practice, trends, and innovations in the field. Published eight times per year, CQ is mailed to NASP members and select allied professionals. Pass-along readership includes principals, teachers, counselors, and social workers. Each issue includes association news; legislative and practice developments; exemplary programs; and reviews of books, tests, and software. Our advertising options are ideal for promoting professional publications, resources, and services; software; testing materials; conferences; and training opportunities.

CQ Deadlines September 2019–June 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertion Order Due</th>
<th>Art Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. ‘19</td>
<td>July 8</td>
<td>July 15</td>
<td>Aug. 16</td>
</tr>
<tr>
<td>Oct. ‘19</td>
<td>Aug. 12</td>
<td>Aug. 19</td>
<td>Sept. 20</td>
</tr>
<tr>
<td>Nov. ‘19</td>
<td>Sept. 9</td>
<td>Sept. 16</td>
<td>Oct. 20</td>
</tr>
<tr>
<td>Dec. ‘19</td>
<td>Oct. 7</td>
<td>Oct. 15</td>
<td>Nov. 22</td>
</tr>
<tr>
<td>Jan./Feb. ‘20</td>
<td>Nov. 18</td>
<td>Nov. 25</td>
<td>Jan. 6</td>
</tr>
<tr>
<td>Mar./Apr. ‘20</td>
<td>Feb. 3</td>
<td>Feb. 10</td>
<td>Mar. 20</td>
</tr>
<tr>
<td>May ‘20</td>
<td>Mar. 16</td>
<td>Mar. 23</td>
<td>Apr. 24</td>
</tr>
<tr>
<td>June ‘20</td>
<td>Apr. 13</td>
<td>Apr. 20</td>
<td>May 22</td>
</tr>
</tbody>
</table>

CQ Specific Policies

1. Advertisers will be billed for any modifications or file manipulation required to meet print specifications.
2. NASP will not be held accountable for the printing of the ad, if a full-size, color-accurate proof is not submitted with the art.
3. Frequency discounts are based on the number of same-sized insertions during the same publishing year (September–June). Rebates earned by using additional space within that publishing year will be deducted from the final invoice.
4. The cancellation of a space reservation will result in an adjustment of the rate (short-rate) based on previous insertions during that publishing year to reflect actual space used. Covers are not eligible for cancellation.

How to Reserve Space

Please submit your insertion order online at: https://apps.nasponline.org/resources-and-publications/advertising/communique-display-ads.aspx

“I use the Communiqué at the start of the school year and throughout the year to review current information about hot topics in school psychology. The Communiqué provides information with regard to professional practice, legislative concerns, evidence-based data, and NASP related news.”

—Christina

National Association of School Psychologists
Ad Sizes

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>10” x 13” (trim)</td>
<td>10 3/8” x 13 3/8” (bleed)</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Inside Back Cover Full Page</td>
</tr>
<tr>
<td>9” x 53/4”</td>
<td>41/4” x 117/8”</td>
</tr>
<tr>
<td>Full Page (bleed)</td>
<td>Full Page (nonbleed)</td>
</tr>
<tr>
<td>1/2 Page Horizontal*</td>
<td>1/4 Page*</td>
</tr>
</tbody>
</table>

*Fractional ads should be built to the exact dimensions listed and should not include crop marks. Full page ads must contain crop marks outside the bleed area.

Rates

<table>
<thead>
<tr>
<th>Unit</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>4 Color</th>
<th>Dimensions (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (4-color only)</td>
<td>$3,050</td>
<td>$2,900</td>
<td>$2,750</td>
<td>$1,125</td>
<td>10 3/8” x 13 3/8” Bleed</td>
</tr>
<tr>
<td>Inside Back Cover (4-color only)</td>
<td>$2,750</td>
<td>$2,600</td>
<td>$2,475</td>
<td>$1,125</td>
<td>10 3/8” x 13 3/8” Bleed</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,450</td>
<td>$2,325</td>
<td>$2,200</td>
<td>$1,125</td>
<td>10 3/8” x 13 3/8” Bleed</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>$1,525</td>
<td>$1,450</td>
<td>$1,375</td>
<td>$575</td>
<td>4 1/4” x 117/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$1,525</td>
<td>$1,450</td>
<td>$1,375</td>
<td>$575</td>
<td>9” x 53/4”</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>$1,225</td>
<td>$1,150</td>
<td>$1,100</td>
<td>N/A</td>
<td>4 1/4” x 53/4”</td>
</tr>
<tr>
<td>1/8 Horizontal</td>
<td>$925</td>
<td>$875</td>
<td>$825</td>
<td>N/A</td>
<td>4 1/4” x 23/4”</td>
</tr>
</tbody>
</table>

Materials Specifications

**Safety Margins and Bleed:** The live area for copy is 9 3/8” x 12 3/8” and the trim is 10” x 13”. All live matter (copy, critical graphics and logos, etc.) must be at least 5/16” away from trim edge. Only full page ads may bleed. The dimensions of bleed ads listed above include a 3/16” bleed on all sides. Fractional ads should not be supplied with a bleed.

**Press Gain:** Our presses have a dot gain of 20%, which should be taken into consideration when preparing both black & white and 4-color materials.

**Color:** Color ads must be 4-color process only. No PMS colors can be used. The maximum color density in a shadow area is 220% (see page 5 for guidelines).
Type: Use a minimum of 10-pt. sans-serif type (bold or medium weight) when reversing type out of 1-color, and at least 14-pt. when reversing out of 4-color. We recommend color type being no more than two colors and at least 14-pt. sans-serif type (bold or medium-weight).

Resolution: 200 dpi for halftones, 300 dpi for 4-color, and 1,200–2,400 dpi for line-art.

Accepted Art

Press Optimized PDF: Full-page bleed ads should be built to the trim size, must include 3/16” bleed on all four sides, and must have crop marks outside the bleed. All art must be high resolution and CMYK, and all fonts and art must be embedded. PDFs made from Quark 6 files must have the OPI setting deselected. If using Photoshop, flatten all layers prior to creating the final PDF. Communiqué is not responsible for ads created in nongraphics programs such as Microsoft Word or PowerPoint. For further details, please refer to the prepress specifications and instructions on creating art for full page ads, bleed, trim, and creating PDFs on our website at http://www.nasponline.org/publications/cqprepressspecs.pdf.

Naming Art

Color Ads:
Advertiser Name_NASP_CQ_MM(issue month)01YY(year)_C.pdf

Black and White Ads:
Advertiser Name_NASP_CQ_MM(issue month)01YY(year)_B.pdf

How to Submit Art

- Place artwork in the “COMMUNIQUE” folder and then in the folder for the appropriate issue month.
- Submit a full-size, color-accurate proof to NASP by the art due deadline.
- E-mailed files are not accepted.
2020 Convention Programs

NASP’s annual convention is the largest meeting of school psychologists in the world. The 2019 convention held in Atlanta, GA was a huge success, bringing in over 4,600 attendees. The 2020 NASP convention centered on the theme “2020 Vision: Leadership in Focus,” will be held in Baltimore, MD, February 18–21, 2020 and is expected to attract more than 5,000 attendees. The Preliminary Convention Program is mailed to over 25,000 potential attendees. It highlights meetings, workshops, keynote speakers, special events, and sessions offered during the 4-day convention.

Whether you plan to exhibit or not, advertising in the Preliminary and/or Final Convention Program is an excellent, cost-effective way to get your message out to thousands of school psychologists when they are most focused on opportunities to improve their professional development. The Final Convention Program is distributed on site, to attendees who rely on the in-depth coverage of activities, exhibitors, presenters, and schedules provided in this indispensable convention guidebook.

<table>
<thead>
<tr>
<th></th>
<th>Preliminary Program</th>
<th>Final Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binding:</td>
<td>Saddle-Stitched</td>
<td>Perfect Bound</td>
</tr>
<tr>
<td>Trim Size:</td>
<td>8½” x 11”</td>
<td>8½” x 11”</td>
</tr>
<tr>
<td>Bleed:</td>
<td>Full-Bleed</td>
<td>Full-Bleed</td>
</tr>
<tr>
<td>Color:</td>
<td>4-color process covers with black-only interiors.</td>
<td>4-color process covers with black-only interiors.</td>
</tr>
<tr>
<td>Line Screen:</td>
<td>133 Line</td>
<td>133 Line</td>
</tr>
</tbody>
</table>

Art

Only electronic files will be accepted. Upload artwork to ftp.naspprod.org (username: naspprodads, password: naspad5607) and place in the “CONVENTION” folder. Submit a full-size, color-accurate proof to NASP by the art due deadline (a $35 charge will be billed if a proof is not received).

• Press Optimized PDFs
• Illustrator EPS files with type converted to outlines and with files linked

Note: Advertisers will be billed for any modifications or file manipulation required to meet print specifications. NASP will not accept and will not be held accountable for any ads created in nongraphics programs such as Microsoft Word or PowerPoint.

Safety Margins: Only full-page ads may bleed. The dimensions listed for bleed ads include a 1/8” bleed on all four sides. Live area for copy is 7” x 10”. NASP reserves the right to crop up to 1/8” from either side of any bleed page to compensate for variation in trim page size.

Deadlines

**Preliminary Program**

- Insertion Order Due: June 24, 2019
- Art Due: July 1, 2019
- Cancellation Deadline: July 8, 2019

**Final Program**

- Insertion Order Due: November 18, 2019
- Art Due: November 25, 2019
- Cancellation Deadline: November 27, 2019
Discounts:
Advertise in both programs and receive a 10% discount off each ad. No additional discounts apply.

Rates

<table>
<thead>
<tr>
<th>Unit</th>
<th>Preliminary Program</th>
<th>Final Program</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rates</td>
<td>Dimensions (w x h)</td>
</tr>
<tr>
<td>Back Covers</td>
<td>$2,600 (4-color)</td>
<td>8 3/4” x 7 5/8” (Bleed)</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>$2,200 (4-color)</td>
<td>8 3/4” x 11 1/4” (Bleed)</td>
</tr>
<tr>
<td>Page Facing Inside Back Cover</td>
<td>$2,000 (4-color)</td>
<td>8 3/4” x 11 1/4” (Bleed)</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,300 (B/W)</td>
<td>8 3/4” x 11 1/4” (Bleed)</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>$950 (B/W)</td>
<td>3 1/4” x 10” (Nonbleed)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$950 (B/W)</td>
<td>7” x 5” (Nonbleed)</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>$650 (B/W)</td>
<td>3 1/4” x 5” (Nonbleed)</td>
</tr>
</tbody>
</table>

Contact advertising@naspweb.org to discuss additional pricing options.
Increase your employment advertising effectiveness with the online NASP Career Center, www.nasponline.org/careers. Reach the largest, most qualified pool of school psychologists, school psychology faculty, and graduate students: our nearly 25,000 members, plus other school psychologists who look to NASP as a leader in the field.

- Ideal for all your hiring needs, including full and part-time positions, internships, and consultancies.
- Post jobs when you want from your desktop. No waiting.
- Update postings and track activity at your convenience.
- Maximize your job visibility with powerful upgrades. Feature your posting on the NASP Career Center homepage, pin it to the top of the search results as a preferred listing, or spotlight it within the search results.
- Leverage our distribution networks to reach candidates with diverse or military backgrounds.

Visit www.nasponline.org/careers for more information and to post your job openings today. For assistance, please contact 860-437-5700 or clientserv@yourmembership.com.

Membership List Rental

Direct mail to NASP members can reinforce your ad placement or help you communicate on a more personal level. NASP’s membership list is available for a one-time use by advertisers and researchers. Specific fields and/or random portions of the list can be rented. Labels are processed in zip code order unless otherwise specified. A sample of the proposed mailing is required in advance. NASP retains the right to withhold renting its list based on contents or appearance of the material. List exchanges are available under certain circumstances. Each exchange request is evaluated on an individual basis.

List Rental Rate:

- $175 per 1,000 names
  Minimum 5,000 records. Additional fee(s) will apply for selects, format, and shipping.

For more information contact Maggie Powers at mpowers@infocusmarketing.com.

Infocus Marketing, Inc.
4245 Sigler Road
Warrenton, VA 20187
800-708-LIST
866-708-LIST, fax
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. 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. Rates, conditions, and space units are subject to change without notice.

3. 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 rate card or with NASP policies.

4. Schedule of months of insertion and size of space must accompany all orders. So-called “space reservations” are not considered by NASP as orders binding upon it in any way.

5. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the rights of the publisher to determine actual positions.

6. Orders will be accepted at rates prevailing at closing date of the issue in which advertisement will appear. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical.

7. No cancellations or changes in orders will be accepted after the closing date.

8. Insertion orders are accepted only for the current publishing year.

Discounts

1. A 15% Agency Discount will be given to members of the American Association of Advertisers or agencies listed in the Standard Directory of Advertising Agencies.

2. A 25% discount will be given to all NASP state affiliates.

Billing

1. Payment in full is required at the time of insertion for first-time advertisers.

2. Advertisers will be invoiced approximately 2 weeks after the issue mails.

3. One tear sheet, unless otherwise requested, will accompany each invoice.

4. All invoices are net 30 days.

5. Ads will not run if any outstanding balance remains.

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
301-657-0275, fax
advertising@naspweb.org

NATIONAL ASSOCIATION OF
School Psychologists
4340 East West Highway, Suite 402, Bethesda, MD 20814
PHONE: 301-657-0270
FAX: 301-657-0275
www.nasponline.org