The National Association of School Psychologists empowers school psychologists to promote the learning, behavior, and mental health of all children and youth.
The National Association of School Psychologists—

The world’s largest, most effective organization for school psychology

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.
- 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.
In the preceding installment of this article (Sevon et al., 2021), we addressed facets work for Effective School Discipline.

Disparities in school discipline grow from the implicit biases of school staff, the influence of White sociocultural norms on interpretations of ambiguous student behavior, the adultification of Black, Indigenous, and other students of color, and the explicit and implicit racism embedded in school policy in which problematic behavior is loosely defined (Jacobsen et al., 2019). Exact harm on Black children across genders who are more likely to be disciplined harshly for subjective offenses, even when problematic behavior has not occurred, is often codified in school policy.

Racism and implicit bias are at the core of our education system and are manifestations of social justice. Social justice should inform our service provision to schools, students, and their families.

The current political climate surrounding the movement for racial equity that were overlooked in the National Association of School Psychologists (NASP, 2020) Framework for Effective School Discipline.
Ad Sizes

10” x 13” (trim)
103/8” x 133/8” (bleed)
Back Cover
Inside Back Cover
Full Page

93/8” x 123/8”
Inside Back Cover
Full Page

41/4” x 117/8”

1/2 Page Vertical*

1/2 Page Horizontal*

1/4 Page*

1/8 Page*

*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>103/8” x 133/8” 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>93/8” x 123/8” Nonbleed</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,450</td>
<td>$2,325</td>
<td>$2,200</td>
<td>$1,125</td>
<td>103/8” x 133/8” Nonbleed</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>$1,525</td>
<td>$1,450</td>
<td>$1,375</td>
<td>$575</td>
<td>41/4” 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>41/4” 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>41/4” x 23/4”</td>
</tr>
</tbody>
</table>

Materials Specifications

Safety Margins and Bleed: The live area for copy is 93/8” x 123/8” 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 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 details on how to create art that allows for bleeds and trim, or settings for exporting to PDF, view prepress specifications and instructions at http://www.nasponline.org/CQ-Specs.

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

- Upload artwork at ftp.naspprod.org (username: naspprodads, password: naspads0607).
- 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.
- Emailed files are not accepted.
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 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 Heather Cantley at hcantley@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

www.nasponline.org