



NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS  
1101 CONNECTICUT AVENUE NW SUITE 1100 WASHINGTON, DC 20036-4303  
PHONE: 202-785-0453 FAX: 202-785-1487 WWW.NASFAA.ORG

### *NASFAA Web Advertising*

NASFAA offers two methods for reaching customers via its web site – banner advertisements and the NASFAA Buyer's Guide.

#### *Banner Advertising*

Banner advertisements appear on some of the most popular areas and pages of the NASFAA Web site.

#### *Yellow Pages*

NASFAA's Web site features a Buyer's Guide of the products and services offered to the financial aid community by our Constituent Members.

---

#### *Web Banner Advertising*

##### **Today's News** \$48,000 year/\$25,000 6 months

The daily e-mail version of Today's News informs Members of breaking student financial aid news. Over 11,000 financial aid professionals receive Today's News e-mail every business day. As an advertiser, your company's name, short descriptive and home page link will appear at the end of each email we send and your ad and link will appear on the Today's News archive page.

##### **Home Page** \$36,000 year/\$19,000 6 months

Your banner appears prominently on NASFAA's home page, the portal to the NASFAA Web site. Average hits per month - 38,670

##### **Job Classifieds Database & Email** \$32,000 year/\$17,000 6 months

At least three times per week your company's name, short descriptive and home page link will appear at the end of each email we send announcing new job announcements. The email is free to anyone who would like to receive it and is currently sent to over 800 people. Plus, your banner will accompany our national job postings on the web site. Last year there were approximately 365,000 visits to the jobs page which listed over 1,000 position announcements. Average hits per month – 30,400

##### **Electronic Encyclopedia** \$28,000 year/\$15,000 6 months

The web-based version of the tool every financial aid office must have – your banner will be displayed on the menu and log-in pages. Average hits per month – 21,000

**NASFAA Conference 2008** \$18,000 year

Your banner will be displayed on each Conference sub-page and will remain on each page for the life of the 2008 Conference Web area. Average hits per month (2007 page) – 7,500

***Choose a Web package below and receive your banner with link on all of the included pages.***

**Navigation Package** \$22,000 year/\$12,000 6 months

- *Log-In Page* – one of the most visited pages on the NASFAA site allows members to gain access to password-protected areas Average hits per month – 37,100
- *Membership Center* – the Center allows Members to update their Membership information as well as search for other Members Average hits per month – 2,500
- *Search Inquiry & Results* – as users search for answers and get results, they will see your banner. Average hits per month – 7,000

**Leadership Package** \$12,000 year/\$6,000 6 months

- *Association News* – includes articles on the activities and services of NASFAA from new publications and Board of Directors reports to committee information. Average hits per month – 7,500
- *Events Calendar* – the calendar includes events sponsored by NASFAA, various state and regional associations, the Department of Education and other national associations. Average hits per month – 1,200
- *State & Regional Association Portal* – this page houses information especially for state and regional association leaders, including state association conferences, Web sites and officers. Average hits per month – 350

**LearnStudentAid.org** \$10,000 year/\$5,000 6 months

*LearnStudentAid.org* is the first learning community on the Web created by financial aid administrators for financial aid administrators. This online training also relies on the best practices of online learning, which have been developed and shared by higher education institutions, associations, agencies, and corporations. LearnStudentAid.org is designed to give new staff members training as soon as they are hired. Your ad will appear on the learnstudentaid.org web site.

**Management Package** \$8,000 year/\$4,000 6 months

- *Distance Learning/Technology News/ED Software Tech Support* – with technology developing at a rapid pace, these are all hot topics and your banner would appear on each menu page. Average hits per month – 3,000
- *Self-Evaluation Guide* – the Guide has been designed as an in-house assessment device to aid institutions in determining the effectiveness of their administration of the Title IV and other federal aid programs. Average hits per month – 9,870
- *Salary & Staffing Tools* – financial aid administrators need tools to make their job easier and you are there when they find them. Average hits per month – 1,380

**Research Package** \$8,000 year/\$4,000 6 months

- *Bibliography Page* – includes a comprehensive list of hundreds of reports, research papers and books on financial aid. Average hits per month – 300
- *Research Center* – contains research news and facts, NASFAA research, research tools, and information on how to publish and fund research projects. Average hits per month – 330
- *Research News* – reports on newly released research articles that were included in journals, reports, or other publications. Average hits per month – 300

**Training Package** \$8,000 year/\$4,000 6 months

- *Fall & Spring Training* – provides members with essential information on the training curriculum, site locations, and dates. Average hits per month – 1,500
- *Training Center* – includes information on training news, ordering training materials, and NASFAA and Department of Education training meetings and workshops. Average hits per month – 350

Non-members add 25% to above rates.

---

### ***NASFAA Buyer's Guide***

NASFAA's Web site features a Buyer's Guide of the products and services offered to the financial aid community by our Constituent Members. The listing is included with your company's Membership, but you can enhance the listing by adding your logo with a live link.

Visit the [Buyer's Guide](#) for examples of current listings.

Add your color logo with live link: \$425

---

### ***Specifications***

#### **Web Banner Specifications**

- Banner advertisements must be in .GIF format, 125 x 125 pixels, and no bigger than 7 kilobytes.
- Banners may include the company name and/or logo, company address and/or Internet address, and may link only to the home page of the sponsor.
- Sponsors may use only static banners; animated "moving" or "active" banners are not permitted.

#### **Yellow Page Specifications**

- Yellow Pages logos must be in .GIF (preferred) or .JPG format and within the range of 125 x 125 pixels in size. Yellow Pages text must be in IBM-compatible format.
-

**Please note:**

- All submissions should be sent via email to Jennifer Jackson at [jacksonj@nasfaa.org](mailto:jacksonj@nasfaa.org).
- The appearance and quality of your logo or banner depends upon the quality of your submitted graphic. Please check the quality of the artwork before forwarding it to NASFAA. NASFAA reserves the right to request modifications to any banner not meeting guidelines.
- You may update your web graphic and Buyer's Guide logo once each quarter without charge.

For more information contact Jennifer Jackson, Assistant Director for Exhibits & Advertising at (202) 785-0453, ext. 125 or [jacksonj@nasfaa.org](mailto:jacksonj@nasfaa.org).