

EXCLUSIVE ACCESS TO A

**\$10.2
BILLION
MARKET**

the **College Store** industry



***Information
to get you
noticed!***



National Association
of College Stores

CONNECT | GROW | SUCCEED

COMPREHENSIVE SOLUTIONS

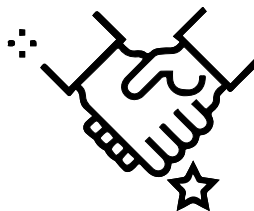
FOR ACCESS TO COLLEGIATE RETAILING



THE RIGHT EXPOSURE

Make every marketing dollar count by connecting with the right audience.

- Print and Electronic Media
- Advertising
- Sponsorships
- Industry Leading Buying Show
- Charitable Opportunities



THE RIGHT CONTACTS

We know people. And we want to introduce you.

- Mailing Lists
- Networking Opportunities
- College Store Managers
- Category Buyers



THE RIGHT KNOWLEDGE

We know what you need to know.

- Consumer Insight
- Student Feedback
- Focus Groups & Student Surveys
- Webinars, Seminars & Podcasts



THE RIGHT RESOURCES

NACS offers support through every step of the sales process.

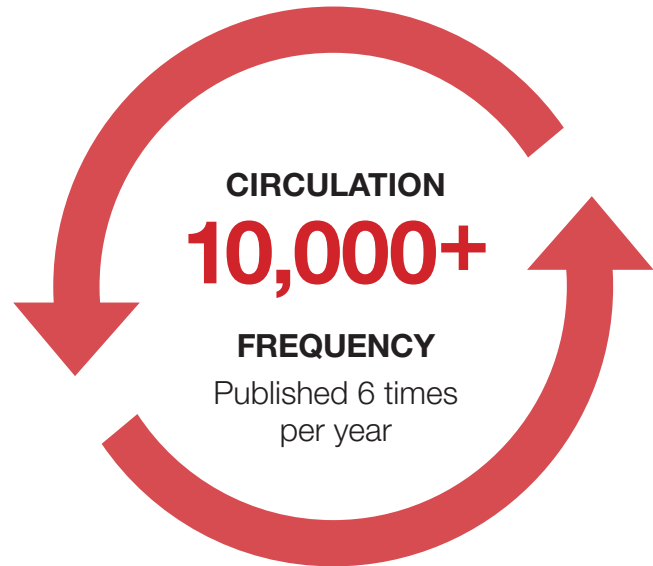
- Individualized Consulting
- Sales Agents
- Specialized Education

THE **FIRST CHOICE**
FOR COLLEGIATE RETAILERS

The College Store MAGAZINE

**Point buyers in the
right direction.**

The official publication of NACS, *The College Store* is the leading trade magazine for higher education retailers. Designed to help collegiate retailers enhance the services they offer, *The College Store* is also uniquely positioned to provide exposure for publishers and manufacturers whose products are merchandised within the stores. Reaching every collegiate retailer in North America, including key buyers and decision makers, *The College Store* is the only magazine that gives you direct access to the college market.



84%

of store directors/managers
say they consistently get
helpful information related
to their jobs

83%

of store directors/
managers read
The College Store
"often" or "always."

As the result of reading **ANY** NACS publication,
store directors/managers have taken these actions:

25%

contacted an
advertiser directly
for information

57%

suggested the store
carry a mentioned
product/service

65%

ordered a
product/service

Source: The 2015 NACS Member Survey



*The only magazine that
gives you **direct access** to
the **college market**.*



	FEATURED TOPICS	EXTRAS
JANUARY/FEBRUARY Close Date: Nov. 29, 2019 Artwork Due: Dec. 6, 2019	<ul style="list-style-type: none"> • Holding in-store events to draw traffic • Getting involved with brand activations • The value of obtaining an MBA • CAMEX 2020: Where to dine in New Orleans • Course materials strategies for stores • Index of 2019 content (in digital edition only) 	CAMEX Preview Guide #2 CAMEX Exhibitor Directory CAMEX Sessions Map Downtown New Orleans Map
MARCH/APRIL Close Date: Jan. 24, 2020 Artwork Due: Feb. 3, 2020	<ul style="list-style-type: none"> • Meet new NACS President Steven Westenbroek • Ideas for merchandising access codes • Who's shopping your e-commerce site? • What to do when general merchandise doesn't sell • Making the most of online marketplaces 	
MAY/JUNE Close Date: Mar. 27, 2020 Artwork Due: April 3, 2020	<ul style="list-style-type: none"> • Great Ideas from CAMEX 2020 • CAMEX 2020 in photos • What's new with inclusive access • What administrators need to know about your store • Partnering with vendors for store-within-a-store sales • NACS 2019-20 Volunteer Honor Roll 	Eye On CAMEX Top Choices
JULY/AUGUST Close Date: May 22, 2020 Artwork Due: June 5, 2020	<ul style="list-style-type: none"> • Building career skills into student employee duties • Selling health and fitness products • Serving as the campus textbook hub without stock • Adding humor to store displays • Collegiate licensing 	Eye On Back to Campus
SEPTEMBER/OCTOBER Close Date: July 31, 2020 Artwork Due: Aug. 7, 2020	<ul style="list-style-type: none"> • 15th Annual Store Design Showcase • Products you might not have thought to sell • Dealing with course materials piracy • How to stop driving your customers crazy • Determining the right staffing for your store 	CAMEX Preview Guide
NOVEMBER/DECEMBER Close Date: Sept. 25, 2020 Artwork Due: Oct. 2, 2020	<ul style="list-style-type: none"> • 33rd Annual Fashion Focus • The latest on collegiate fashion trends • CAMEX 2021: What to see and do in Atlanta • Should your store go cashless? • Open educational resources update and opportunities 	Eye On CAMEX Product Preview CAMEX Preview Guide Fashion Focus Buyers' Guide

FOUR COLOR	1X	2-3X	4-5X
Full Page	\$2,800	\$2,500	\$2,250
1/2 Page Island	\$2,350	\$2,100	\$1,800
1/2 Page	\$2,200	\$1,950	\$1,700
1/3 Page	\$1,950	\$1,700	\$1,500
1/4 Page	\$1,400	\$1,200	\$1,000
Special Feature /Guide	\$750	\$450	N/A

*All rates are price per ad placement.
30% additional charge for non-vendor affiliates.

MULTIPLE RATE APPLICATION

Multiple rates apply to advertising space reserved in advance for a 12-month period. Charges will be readjusted with changes in frequency.

ADDITIONAL COLORS

\$600 matched \$500 standard AAAA

Ask about other combination rates.

COVERS

All covers are four-color.

Back cover full page rate plus \$525

Inside front cover full page rate plus \$475

Inside back cover full page rate plus \$420

SPECIAL POSITIONS

Special positioning reserved for four-color ads only.

Page 1 full page rate plus \$395

Page 3 full page rate plus \$315

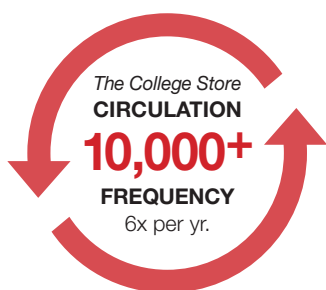
Special placement full page rate plus \$315

Sequential pages add \$160 per page after first page



SPECIALTY ADVERTISING OPTIONS

Create a buzz *and* draw attention
to your advertisement.



FALSE COVER

The College Store magazine will place your full-page advertisement as a cover over our front cover. Your ad must include the magazine's masthead and be approved through our office

Size: 8.25" x 10.625"

Rate*: 2-sided: \$4,500

Printing: Price includes printing.



INSERT

The College Store magazine will bind an advertiser's preprinted 2-sided insert into the publication.

Size: 8.75" x 11.25"

Insert will be trimmed 1/8" (.125) on all four sides. Keep live copy at least 5/16" (.3125") away from trim edges and gutter.

Weight: Not to exceed 100 lb. book stock or 110 lb. index stock.

Rate*: 2 pages: \$3,500

Printing: Advertiser may supply preprinted piece.



CATALOGS

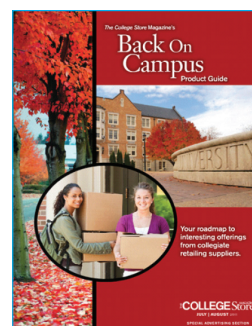
Have a thin, preprinted catalog that can be gummed into The College Store magazine? Then this is the perfect option. A gummed-in item can be safely and easily removed from the publication.

Size: 8.0" x 10.625"

Weight: Not to exceed 16 pages on 50 lb. text stock, 2.7 oz.

Rate*: \$4,500

Printing: Advertiser may supply preprinted piece.



ADVERTORIAL (2 PAGE SPREAD)

Your opportunity to tell your story to a readership of 10,000+. Advertorials educate and entertain readers, as well as promote a product or service. Content must be approved through our office.

Size: 17.25" x 11.125" bleed size

Rate*: 2 pages: \$3,200



*30% additional charge for non-vendor affiliates.

DIGITAL MAGAZINE OPPORTUNITIES

Extend your reach to thousands of visitors

VIDEO

Embedded
auto-start

Click icon to
view pop-up
video

SLIDESHOW

SLIDESHOW

Image assets can be uploaded into a slideshow in the digital edition of *The College Store* magazine. Customizable options include looping, auto-start, seconds per slide and whether the slideshow pops up or is embedded

Specs:

- The slide show format is JPG and images should be the same size.
- Recommended: Include slideshow indicators on the PDF page

AUDIO AND VIDEO

Video options include embedded auto-start or click-to-start pop-up videos within the digital; or links to external videos that open in another window, leaving the digital edition open in the background for the reader to navigate back to.

Specs: Embedded Video

- The video format required is **MP4**
- The recommended bit-rate is between 300kb/s and 700kb/s.
- The recommended height is 600 pixels or smaller to fit most screens. (1024x600 or smaller)
- File size must be less than 100 mb, and have a play length of 1 second or more.
- Recommended: include video indicators on the PDF page

Specs: Links to external video

- URL to external video
- Recommended: include video indicators on the PDF page

Call for Digital Advertisement Prices

DIGITAL MAGAZINE OPPORTUNITIES CONT'D.

MARGIN
ADS

TICKER

MARGIN ADS

Banner and skyscraper ads can be set for an issue or page. Margin ads are supported for desktop viewing but do not display in mobile browsers due to the screen and navigation constraints.

NOTE: Margin ads ONLY appear when viewed on a computer; they DO NOT appear when viewed on a phone or tablet.

Margin Ads appear in a space outside the page (right, left, top, or bottom), and multiple (same size) ads can rotate within the same space.

Specs: Provide URL and Image (sizes below)

Image: PNG, GIF, JPG, or SWF animation (width x height in pixels)

Horizontal	728x90 (Full ad)
Vertical	120x600 (Vertical Skyscraper)
Wide Vertical	160x600 (Vertical Wide Skyscraper)

TICKER

The Ticker displays clickable text and/or a small image at the bottom of every page (1 at a time per publication). Direct readers to your website, event or subscription page.

Specs: Provide text and URL Address; Optional image is up to 500 pixels wide x 20 pixels high; PNG, RGB.

Note: Limited space.

*Put your brand
front and center for
better recognition!*

Call for Digital Advertisement Prices

(800) 622-7498, ext. 2339

advertising@nacs.org

nacs.org

SOFTWARE APPLICATIONS

- QuarkXPress
- InDesign
- Illustrator (flattened layers)
- Photoshop (flattened layers)

High-resolution PDFs are preferred for file submission. However, if sending application files, include all supporting graphics and fonts.

PAGE CONSTRUCTION

- **Page Size** of the document must be the same as the final trim size: **8.5" x 10.875"**
- **Bleed** must be at least **0.125" (or p9)** past the trim line. Full-bleed ads are no extra charge.
- **Crop and Registration Marks** must be offset by at least 0.125" (or p9) from the trim line.

Crop and registration marks CANNOT be in the bleed area.

- **Safety Margin** Text or images can be no closer than **0.1875"** to the trim line.
- **Rules** must be a minimum of **.25 points**. If less than .25 points they may appear correct on the proof, but may not print on press.
- **Process colors should be defined as CMYK.** All RGB, LAB, and Index colors must be converted to CMYK in the application's color palette. Extra colors will be automatically converted to process or black/grayscale per the printer's manufacturing work order.
- **Trapping** will be done at the printer. You are responsible for Overprint and Knockout settings.

GRAPHICS

- **Screened graphics** (CMYK, Grayscale, Duotone) should have an effective resolution of **300 dpi**.
- **Bitmap graphics** (vector/line art) should have an effective resolution of **600 dpi**.
- Graphics must be converted to **CMYK** or **Grayscale**.
- **Duotones** should be created in Photoshop, Quark XPress, or InDesign.

PAPER

Publication printed on 50-lb. enamel white stock. Paper stock subject to change depending on availability. Publisher is not responsible for reproduction quality when no color proof is provided.

ELECTRONIC FILE SUBMISSION

Files may be sent via e-mail or FTP.

To utilize the FTP site, e-mail ftpsupport@nacs.org to request a user ID, password, and instructions. A color proof must be included with all submissions. A PDF for proof is preferred.

Preferred file submission:

High-Resolution PDFs

(Refer to section on creating high-resolution PDFs.)

If you have questions, please contact NACS at (800) 622-7498, ext. 2339.

CREATING HIGH-RESOLUTION PDFS

For accurate high-resolution PDFs, follow these steps. Zipped files are attached to this email.

InDesign

- Unzip and place this file on your hard drive.
- Go to **File > Adobe PDF Presets > Define**.
- Click **Load** and navigate to the file on your hard drive. Select the file and click **Done**.
- To create a PDF, go to **File > Adobe PDF Presets and select Walsworth_PressQuality_2013**. Click **Save**. The settings are correct and no modifications are required.



Adobe Acrobat Preference Settings

- Unzip and place this file on your hard drive.
- Follow the instructions in the PDF.



Quark XPress

- Unzip and place this file on your hard drive.
- Follow the instructions in the PDF.
- The settings are correct and no modifications are required.



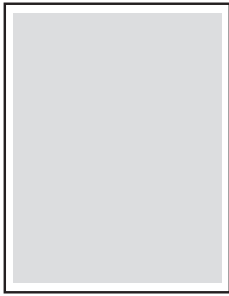
Adobe Illustrator

- Unzip and place this file on your hard drive.
- Go to **Edit > Adobe PDF Presets > Import**.
- Navigate to the file on your hard drive. Select the file and click **Okay**.
- **IMPORTANT:** Go to **Effect > Document Raster Effects Settings**. Check **Color Model: CMYK** and **Resolution: High (300 ppi)**. (An image of this dialogue box is included in the zipped file.)
- To create a PDF, go to **File > Save As** and select **Format: PDF**. Go to **Adobe PDF Preset** and select **Walsworth_PressQuality_2013**. Click **Save PDF**. The settings are correct and no modifications are required.

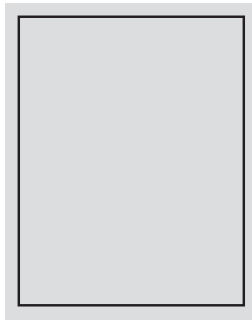


IMPORTANT

DO NOT USE THE DEFAULT SETTINGS WHEN CREATING HIGH-RESOLUTION PDFS. MOST SOFTWARE APPLICATIONS DO NOT USE THE PROPER SETTINGS AS DEFAULTS.

**Full Page No Bleed**

Ad Size:
7.5" x 10"

**Full Page with Bleed Allowance of 0.125" (or p9)**

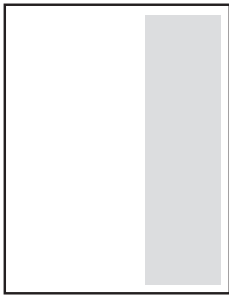
Trim Size: 8.5" x 10.875" (Document Setup Page Size)
Bleed Size: 8.75" x 11.125"


Important
Full-Page Ads with Bleed

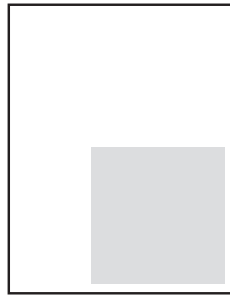
- Page Size = 8.5" x 10.875"
- Bleed = 0.125" (or p9)
- Crop and Registration Marks Offset = 0.125" (or p9)

**Crop and registration marks
CANNOT be in the bleed area.**

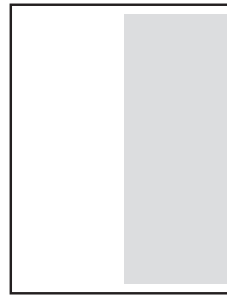
- Safety Margin = 0.1875"
- Convert all colors to Process.

**1/3 Page Vertical**

Ad Size:
2.3125" x 10"

**1/3 Page Square**

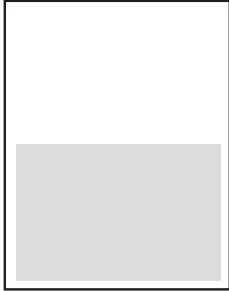
Ad Size:
4.875" x 4.875"

**1/2 Vertical**

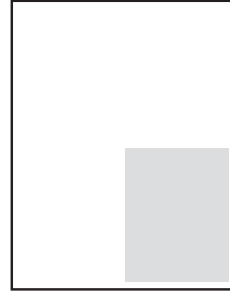
Ad Size:
3.625" x 10"

**1/2 Island**

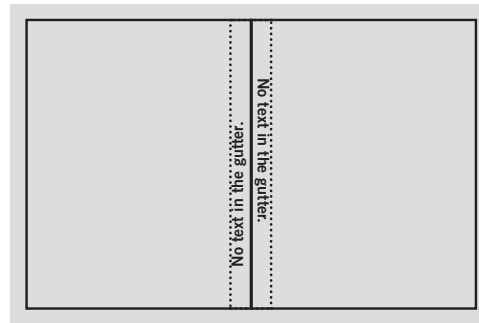
Ad Size:
4.875" x 7.5625"

**1/2 Horizontal**

Ad Size:
7.5" x 4.875"

**1/4 Page**

Ad Size:
3.625" x 4.875"

**2-Page Spread with Bleed Allowance of 0.125" (or p9)**

2 Facing Pages, Size: 8.5" x 10.875" (Document Setup Page Size)
Bleed Size: 17.25" x 11.125"

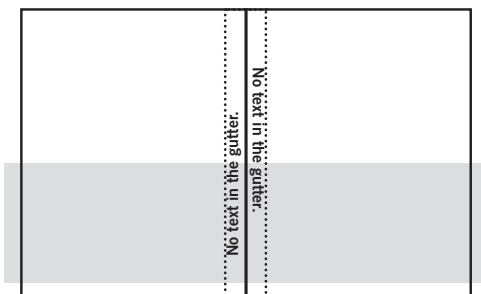
**1/2-Page Spread with Bleed Allowance of 0.125" (or p9) on left and right**

Illustration shows 2 Facing Pages,
Size: 8.5" x 10.875" (Document Setup Page Size)
Ad Size: 17" x 4.875"
Ad Bleed Size: 17.25" x 4.875"

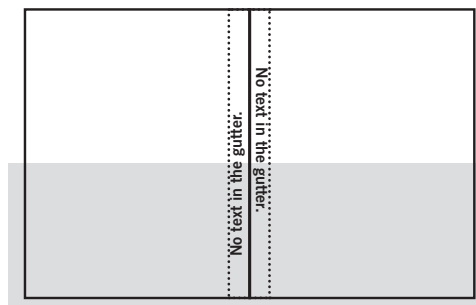
**1/2-Page Spread with Bleed Allowance of 0.125" (or p9) on left, right, and bottom**

Illustration shows 2 Facing Pages,
Size: 8.5" x 10.875" (Document Setup Page Size)
Ad Size: 17" x 5.5"
Ad Bleed Size: 17.25" x 5.625"

SUBMISSION SPECS

SPECIAL PRODUCT SECTIONS

PLEASE SEND THIS:

PHOTO SUBMISSION

Photos may be sent via CD, ftp, or e-mail.

Photography needs to be a minimum of 5" x 7" wide at 300 dpi. 72 dpi files are accepted only if the image can be reduced to 33% and still be 5" x 7" wide. Tiff files are preferred; jpegs are accepted.

Please compress with WinZip or Stuffit.



TEXT SUBMISSION

Please send a 50-word description of your product. *The College Store* reserves the right to edit submissions longer than 50 words.

Text may be sent via CD, ftp, or e-mail. Microsoft Word documents or text submitted in the body of an e-mail are fine.

Birnn Chocolates of Vermont

Birnn Chocolates of Vermont introduces polka-dotted, twist wrapped caramel and raspberry truffles for the college market. As a back-to-school special, receive a free metal counter-top display (\$60 value) with a case order. For more information, see postcard insert in magazine, call (800) 338-3141, or fax (802) 860-1256.

PLEASE DON'T SEND THIS:

Created advertisements where pictures are placed with styled text.

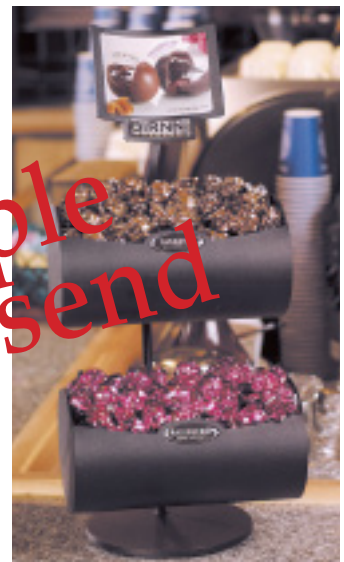
We will not use logos or other miscellaneous photos with the product photo.

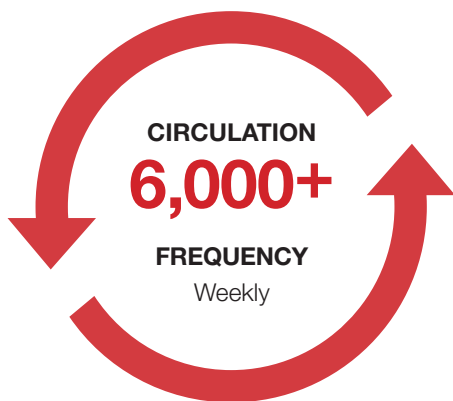
NACS Cancellation Policy:

Cancellations of signed contracts will result in a \$1,000 penalty fee and a recalculation of advertising rates if the contract was for multiple issues. Advertisers with multi-issue mid-contract cancellations will be charged for ads placed at the full rate and not the discount multi-issue rate. The full contract amount will also be billed if a signed contract is received, but the advertiser fails to submit artwork by the issue deadline.

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Horizontal Ad
Specialty Spot
410 x 100

The Official Newsletter of the National Association of College Stores

National Association of College Stores
CONNECT | GROW | SUCCEED

MEMBER NEWS | BOOK NEWS | CALENDAR OF EVENTS | INDUSTRY JOBS | CM ARCHIVE | CM ADVERTISING
June 21, 2019

Vertical Ad Top Tier
120 x 180

UC Davis Stores is exploring an "equitable access" program for course materials. Students would pay one low fee to obtain all their course materials by the first day of class.

Can Inclusive Access Go Campuswide?

UC Davis Stores is working on yet another innovation in affordable course materials delivery.

The campus store, under the leadership of Jason Logan, executive director of campus recreation, student unions, and stores at the University of California-Davis, has a long string of innovations under its belt already. The store was among the first, a decade ago, to offer a textbook price-comparison tool. In 2013, it partnered with Amazon to set up a branded online storefront. The store won the NACS Foundation's Innovation Achievement Award in 2014 for now the store is embarking on an "equitable access" program, essentially building out inclusive access to all Davis courses. All students would pay one low flat fee per term—the goal is \$199—to cover all course materials. To achieve that, the school is negotiating with the 10 largest textbook publishers to substantially reduce pricing in exchange for 100% sell-through.

Can it work? There are hurdles still to leap. *The Chronicle of Higher Education*, **Continue reading...**

Horizontal Ad Top Tier
410 x 100

Share Your Store Renovation or New Space

Have you built a new campus store or substantially remodeled your store within the past two years? *The College Store* magazine will once again highlight construction projects in its popular Store Design Showcase feature in an upcoming issue.

Submit your store's project to be considered for publication in this special feature. Your renovation or new store space must have been completed between June 1, 2017, and June 30, 2019 (but could have started earlier).

To be considered, provide at least five or six digital photos of the store's interior as well as the information requested below. Photos can be .tiff, .jpeg, or .eps formats but should be sized 5x7 inches at 300 dpi or higher, in sharp focus. Send photos as email attachments to thecollegestore@nacs.org. If you're sending more than 28MB, split the photos into multiple emails, otherwise the magazine's inbox won't be able to receive them.

Vertical Ad Middle Tier
120 x 180

Horizontal Ad Middle Tier
410 x 100

Share Your Store Renovation or New Space

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Vertical Ad Lower Tier
120 x 180

Horizontal Ad Lower Tier
410 x 100

Comments & Questions?

Send feedback to Cindy Ruckman, director of publications, at cm@nacs.org. For general information about NACS services and resources, contact info@nacs.org.

The **Campus Marketplace** weekly e-mail newsletter is the primary way NACS members obtain timely news about the collegiate retailing industry. Delivered on Fridays, *Campus Marketplace* articles offer industry news concerning retail and publishing issues and practical suggestions about collegiate retailing issues such as customer service, marketing, emerging technologies, legislation, and best management practices.

Advertising in *Campus Marketplace* places your company in readers' inboxes every Friday, and allows readers to instantly access your web site for further details on your company, your products and services, and special promotions. Members rate *Campus Marketplace* a top benefit provided by NACS—make sure they see you here!

ADVERTISEMENT LOCATION	DURATION*	RATES**
Horizontal Top Tier	4 issues	\$1,600
Horizontal Middle Tier	4 issues	\$1,400
Horizontal Lower Tier	4 issues	\$1,000
Vertical Top Tier	4 issues	\$1,400
Vertical Middle Tier	4 issues	\$800
Vertical Lower Tier	4 issues	\$500

* Duration will be four consecutive issues.

** 30% additional charge for non-vendor affiliates.

PRODUCTION SPECIFICATIONS

Vertical	120 pixels wide x 180 pixels tall
Horizontal	410 pixels wide x 100 pixels tall
File Size	50K maximum
Image File Format	GIF or JPEG
Submit advertisements to:	kgibbs@nacs.org

Advertisement must be submitted in electronic format.

DEADLINE

Two weeks prior to scheduled ad placement.

Vendor Spotlight authorized by NACS



NACS Advertising <advertising@nacs.mmsend.com> on behalf of
NACS Advertising <advertising@nacs.org>

Monday, July 15, 2019 at 11:47 AM

[Show Details](#)

View this email in your [browser](#).



CONNECT | GROW | SUCCEED



Darice®
We've got you covered:
**STUDENT
ART SUPPLIES**

Introducing Darice's brand of high quality, affordable art supplies. Studio 71 encompasses supplies for every student's skill level and area of interest.

Browse our product catalog with over 500 of your favorite art supplies, accessories and tools included.

**GET A FREE COPY OF
OUR STUDIO 71 ART CATALOG!**

If you prefer to no longer receive **NACS Advertising-related promotional messages**, you can safely **UNSUBSCRIBE** from this list.

National Association of College Stores
500 E. Lorain St., Oberlin, OH 44074
(800) 622-7498



Promote your business to the campus retail marketplace. Have your message sent directly to NACS Members' inboxes. Email is the third most influential source of information for B2B audiences, behind only colleague recommendations, and industry-specific thought leaders.

SPECS: 606px wide x 690px high;
72ppi; RGB

DEADLINE: one week prior to
schedule email release.

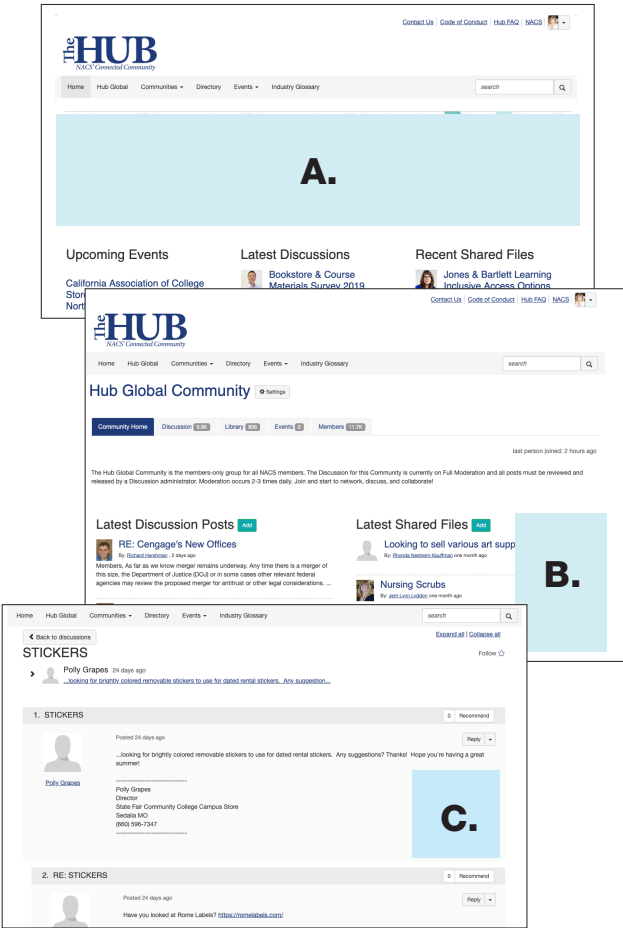
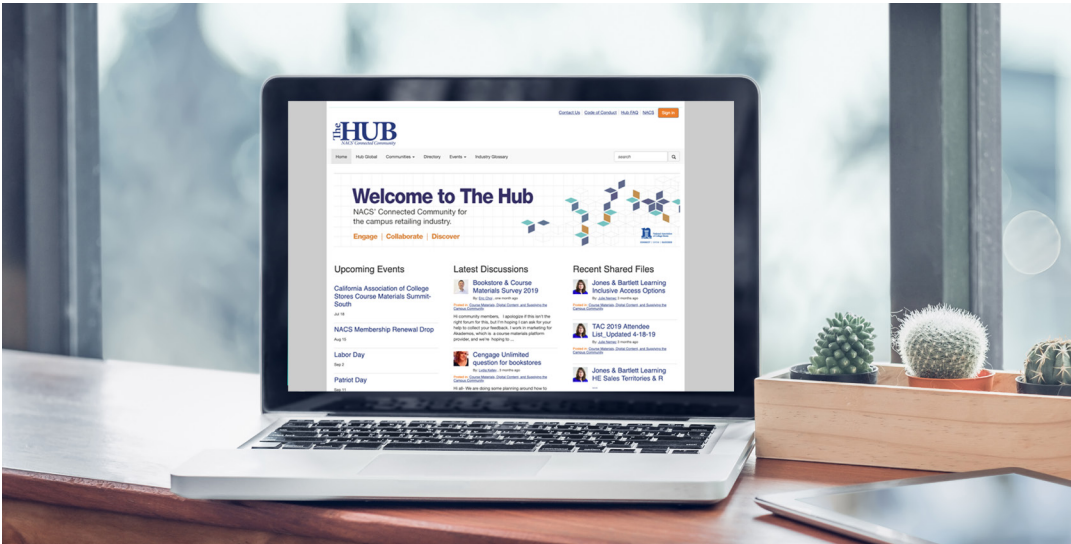
RATE: \$2,500

30% additional charge for non-vendor affiliates.

*Put **your product**
in front of your **customers!***

Promoting your company on
NACS' connect community page,
The HUB, gives you access to
our store members.

PAGEVIEWS
567,730



ADVERTISEMENT	DURATION	RATES
A. Homepage Rotating Banner	1 month	\$1,600
B. Global Community Banner	1 month	\$1,400
C. Reply discussion and HUB email ad	1 month	\$1,000

30% additional charge for non-vendor affiliates.

PRODUCTION SPECIFICATIONS

Advertisement must be submitted in electronic format and saved as 72dpi, RGB, JPEG/PNG. Non-rotating ads preferred

A. Homepage Rotating Banner	1200pixels wide x 250pixels tall
B. Global Community Banner	125pixels wide x 525pixels tall
C. Reply Discussion and Hub email ad	125pixels wide x 125pixel tall

Submit advertisements to: kgibbs@nacs.org
Deadline: Two weeks prior to scheduled ad placement.

NACS Cancellation Policy:
For digital and other advertising or sponsorships: Cancellations of signed contracts will result in a \$1,000 penalty fee and a recalculation of advertising rates if the contract was for multiple advertisements or sponsorships. Advertisers with multi-issue mid-contract cancellations will be charged for ads placed at the full rate and not the discount multi-issue rate. The full contract amount will also be billed if a signed contract is received, but the advertiser fails to submit artwork by the issue deadline.

Conduct your own direct marketing campaigns with the help of NACS! We offer a large selection of buyer categories and list fields, so you can mail to the audience that's precisely right for your product or service. The NACS database is updated daily, virtually eliminating wasted circulation. Electronic data is emailed to you.

I. STANDARD MAILING LIST:

Mailing Lists include Contact Name, Store Name, Address, City, State, and ZIP.

A. Stores (choose one):

- ☐ NACS Members
- ☐ NACS Members *plus* Prospective Members

B. Basic Fields (choose one):

Option 1:

- ☐ College Store Manager Name

Option 2:

- ☐ Department Buyer Name ONLY
- ☐ Department Buyer Name—if Buyer name not available, provide Store Manager Name.

When selecting a Department Buyer option, be sure to choose a specialty.

- Department Specialties:
 - ☐ Course Books
 - ☐ General Books
 - ☐ Computer Supplies
 - ☐ Computer Software
 - ☐ Food
 - ☐ Health Science Books
 - ☐ Student Academic Supplies
 - ☐ Health & Beauty Aids
 - ☐ Softgoods
 - ☐ Gifts
 - ☐ Greek Merchandise

C. Additional Fields (extra fees apply):

- Gross Sales (of NACS members only and only where available)
 - ☐ Under \$100,000
 - ☐ \$100,000 to \$599,999
 - ☐ \$600,000 to \$999,999
 - ☐ \$1M to \$2,999,999
 - ☐ \$3M and over
 - ☐ Any college store over \$1M
- Store Ownership:
 - ☐ Institutional
 - ☐ Private
 - ☐ Contract Managed (where available)
- Other Fields:
 - ☐ Selected States or Geographic Regions
 - ☐ Stores Serving 4-year Schools
 - ☐ Stores Serving 2-year Schools
 - ☐ Stores by Specific School Enrollment Category
 - ☐ Health Science Stores

D. Pricing:

Information is provided in Excel format. NACS electronic data purchases are nonrefundable. Some are only available for purchase by NACS vendor affiliates.



Choose from:

- ☐ One-time Use Agreement
- ☐ 3-month Use Agreement
- ☐ 12-month Use Agreement

One-time Use Pricing

- **NACS Members Item #3019** Price: \$440
- **NACS Members *plus* Prospective Members Item #3020** Price: \$660

3-month Use Pricing

- **NACS Members Item #5826** Price: \$585
- **NACS Members *plus* Prospective Members Item #5827** Price: \$795

12-month Use Pricing

- **NACS Members Item #2100** Price: \$1,750
- **NACS Members *plus* Prospective Members Item #3021** Price: \$2,390

Also Available:

- Data Updates: \$150 each (with 12-month agreement)*
- College Store Phone Numbers: add \$265
- CASS Certification and NCOA: add \$35

II. ELECTRONIC DATA



A. Database Licensing

(For sale exclusively to NACS
vendor affiliates. Prepaid orders only.)

Create your own reports, files, and mailing campaigns!
Database licensing has allowed companies to better manage their
sales territories, generate market analysis reports, and better focus
and conduct their overall marketing efforts.

The NACS database contains the information found primarily in
the *Directory of Colleges and Colleges Stores*, and may include
NACS store members and prospective store members.

12-month Database Licensing

A. Basic Fields

Item #3003

NACS Members

Price: \$1,750

NACS members plus Prospective Members

Price: \$2,390

- Record ID #-referred to NACS #
- Contact Name for Store
- Store Name
- Address 1
- City
- State
- ZIP
- Country

B. Additional Fields (Choose from:)

Item #3036

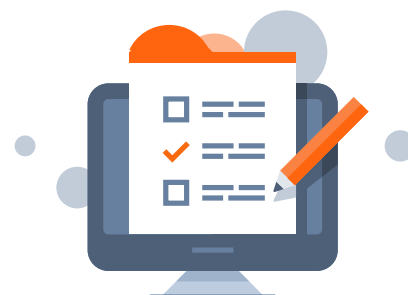
Price: \$265 per additional field

(Buy 4 additional fields and the 5th one is free!)

- ☐ Phone
- ☐ Fax
- ☐ Institution Name
- ☐ Institution City
- ☐ Institution State
- ☐ Store Ownership
- ☐ Institution Type
- ☐ Enrollment—Current year (Full-time/Part-time)
- ☐ Calendar Type—quarter/semester/trimester
- ☐ School Controlled by—Church/State
- ☐ SANS #
- ☐ Percentage of Students in Dorms/Commuters
- ☐ Starting and Closing Dates for the Institution: winter
break, spring break, commencement. (Subject to avail-
ability.)
- ☐ Store Hours
- ☐ Greek Life
- ☐ School Colors
- ☐ School Mascot

Also Available:

Data Updates: \$185 each*



ABOUT ALL ELECTRONIC DATA SALES:

All NACS electronic data purchases
are nonrefundable.

A license agreement must be signed,
and payment must be made prior to
release of the data.

*Where offered, data updates are only
available within the terms of the agreement,
and are formatted in accordance with the
initial order. Updates may only be purchased
within 10 months of the initial order.

