EXCLUSIVE ACCESS TO A
$10.2 BILLION MARKET
the College Store industry

Information to get you noticed!
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 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.

Point buyers in the right direction.

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.
<table>
<thead>
<tr>
<th>JANUARY/FEBRUARY</th>
<th><strong>FEATURED TOPICS</strong></th>
</tr>
</thead>
</table>
| Close Date: Nov. 29, 2019 | • 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) |
| Artwork Due: Dec. 6, 2019 |  |

<table>
<thead>
<tr>
<th>MARCH/APRIL</th>
<th><strong>FEATURED TOPICS</strong></th>
</tr>
</thead>
</table>
| Close Date: Jan. 24, 2020 | • 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 |
| Artwork Due: Feb. 3, 2020 |  |

<table>
<thead>
<tr>
<th>MAY/JUNE</th>
<th><strong>FEATURED TOPICS</strong></th>
</tr>
</thead>
</table>
| Close Date: Mar. 27, 2020 | • 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 |
| Artwork Due: April 3, 2020 |  |

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<thead>
<tr>
<th>JULY/AUGUST</th>
<th><strong>FEATURED TOPICS</strong></th>
</tr>
</thead>
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| Close Date: May 22, 2020 | • 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 |
| Artwork Due: June 5, 2020 |  |

<table>
<thead>
<tr>
<th>SEPTEMBER/OCTOBER</th>
<th><strong>FEATURED TOPICS</strong></th>
</tr>
</thead>
</table>
| Close Date: July 31, 2020 | • 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 |
| Artwork Due: Aug. 7, 2020 |  |

<table>
<thead>
<tr>
<th>NOVEMBER/DECEMBER</th>
<th><strong>FEATURED TOPICS</strong></th>
</tr>
</thead>
</table>
| Close Date: Sept. 25, 2020 | • 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 |
| Artwork Due: Oct. 2, 2020 |  |
**FOUR COLOR**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2-3X</th>
<th>4-5X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,800</td>
<td>$2,500</td>
<td>$2,250</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$2,350</td>
<td>$2,100</td>
<td>$1,800</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,200</td>
<td>$1,950</td>
<td>$1,700</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,950</td>
<td>$1,700</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td>Special Feature /Guide</td>
<td>$750</td>
<td>$450</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*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**

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<table>
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<tbody>
<tr>
<td>$600 matched</td>
<td>$500</td>
<td>standard AAAA</td>
</tr>
</tbody>
</table>

Ask about other combination rates.

**COVERS**

All covers are four-color.

<p>| | |</p>
<table>
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</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>full page rate plus $525</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>full page rate plus $475</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>full page rate plus $420</td>
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</tbody>
</table>

**SPECIAL POSITIONS**

Special positioning reserved for four-color ads only.

<p>| | |</p>
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<thead>
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<tbody>
<tr>
<td>Page 1</td>
<td>full page rate plus $395</td>
</tr>
<tr>
<td>Page 3</td>
<td>full page rate plus $315</td>
</tr>
<tr>
<td>Special placement</td>
<td>full page rate plus $315</td>
</tr>
<tr>
<td>Sequential pages</td>
<td>add $160 per page after first page</td>
</tr>
</tbody>
</table>
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 readship of 10,000+. Advertisors 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

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
(800) 622-7498, ext. 2339 advertising@nacs.org nacs.org
NACS MEDIA PLANNER

DIGITAL MAGAZINE OPPORTUNITIES CONT’D.

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)

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
<td>728x90 (Full ad)</td>
</tr>
<tr>
<td>Vertical</td>
<td>120x600 (Vertical Skyscraper)</td>
</tr>
<tr>
<td>Wide Vertical</td>
<td>160x600 (Vertical Wide Skyscraper)</td>
</tr>
</tbody>
</table>

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.

**Adobe Acrobat Preference Settings**
- Unzip and place this file on your hard drive.
- Follow the instructions in the PDF.

**QuarkXPress**
- 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.
NACS MEDIA PLANNER
AD SIZE SPECIFICATIONS

**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"

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

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**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.

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(800) 622-7498, ext. 2339 advertising@nacs.org nacs.org
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.

 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.

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.
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

<table>
<thead>
<tr>
<th></th>
<th>DURATION*</th>
<th>RATES**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Horizontal</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Tier</td>
<td>4 issues</td>
<td>$1,600</td>
</tr>
<tr>
<td>Middle Tier</td>
<td>4 issues</td>
<td>$1,400</td>
</tr>
<tr>
<td>Lower Tier</td>
<td>4 issues</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Vertical</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Tier</td>
<td>4 issues</td>
<td>$1,400</td>
</tr>
<tr>
<td>Middle Tier</td>
<td>4 issues</td>
<td>$800</td>
</tr>
<tr>
<td>Lower Tier</td>
<td>4 issues</td>
<td>$500</td>
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</tbody>
</table>

* Duration will be four consecutive issues.  ** 30% additional charge for non-vendor affiliates.

### PRODUCTION SPECIFICATIONS

<p>| | |</p>
<table>
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<tr>
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<tbody>
<tr>
<td><strong>Vertical</strong></td>
<td>120 pixels wide x 180 pixels tall</td>
</tr>
<tr>
<td><strong>Horizontal</strong></td>
<td>410 pixels wide x 100 pixels tall</td>
</tr>
</tbody>
</table>

### 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.
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

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**ADVERTISEMENT**

<table>
<thead>
<tr>
<th></th>
<th>DURATION</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Homepage Rotating Banner</td>
<td>1 month</td>
<td>$1,600</td>
</tr>
<tr>
<td>B. Global Community Banner</td>
<td>1 month</td>
<td>$1,400</td>
</tr>
<tr>
<td>C. Reply discussion and HUB email ad</td>
<td>1 month</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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**PRODUCTION SPECIFICATIONS**

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

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<table>
<thead>
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<tbody>
<tr>
<td>A. Homepage Rotating Banner</td>
<td>1200pixels wide x 250pixels tall</td>
</tr>
<tr>
<td>B. Global Community Banner</td>
<td>125pixels wide x 525pixels tall</td>
</tr>
<tr>
<td>C. Reply Discussion and Hub email ad</td>
<td>125pixels wide x 125pixel tall</td>
</tr>
</tbody>
</table>

Submit advertisements to: kgibbs@nacs.org

**Deadline:** Two weeks prior to scheduled ad placement.

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**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.
- □ 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 availability.)
- 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.
Please allow a minimum of 7-10 working days for the processing of all lists.

Electronic data will be in Excel format, sent as an email attachment. Enter email address in the space provided below.

Please send the following electronic data:
- ☐ Mailing List (Choose One)
- ☐ One-time Use Agreement
- ☐ 3-month Use Agreement
- ☐ 12-month Use Agreement
- ☐ College and University Dates
- ☐ Database Licensing

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<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total Price</th>
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Grand Total

Purchase Order Number __________________________ NACS Member Number ______________

Name __________________________________________________________________________

Firm/Company ____________________________________________________________________

Address ________________________________________________________________________

City/State/ZIP __________________________________________________________________

Phone ____________________________ Email _____________

Signature* __________________________ Date ______________

*By choosing an electronic data option, a separate rental agreement will be sent to me to sign before the data is sent. I also acknowledge that decoys are included in all lists to monitor usage. I agree that violations of this agreement may be enforced by injunctions, and that damages may also be awarded if a court determines that is appropriate.

Redistribution: It is unlawful to resell or redistribute lists to any person or company, including but not limited to other members of the National Association of College Stores, any joint venture or buying group, without prior written permission from the National Association of College Stores.

Penalties: Any unlawful copying, reproduction, and/or redistribution of lists will be prosecuted to the full extent of the law, including both civil and criminal penalties.

Payment Options:
- ☐ Please charge to my: ☐ VISA ☐ MasterCard ☐ AMEX

Card Number ____________________________ Expiration Date ________________ Security Code ____________

Name as it appears on the card _____________________________________________

Place your order today!
Contact NACS Advertising Sales