



National Career
Development
Association

National Career Development Association *Career Developments* 2019-20 Advertising Rates

Published: The NCDA members magazine is published four times per year in September, December, March and June.

Circulation: 5,000

CLOSING DATES

Issue Date	Editorial Focus	Insertion Order Due	Advertising Materials Due
Spring 2020	Work and Disability: Issues and Strategies in Career Development	January 15, 2020	February 1, 2020
Summer 2020	Rural Workforce Development Collaboration with CERIC	April 15, 2020	May 1, 2020
Fall 2020	How the World of Work is Changing: Technology	July 15, 2020	August 1, 2020
Winter 2020	Disrupting Career Development	October 15, 2020	November 1, 2020

DEMOGRAPHICS:

Membership by Education and Work Setting:

Education:

Associate/Certificate	3%
Bachelor's	18%
Master's	64%
Doctorate	13%
Educational Specialist	2%

Work Setting:

Counselor Ed/Researcher	8%
Higher Ed Career Services	44%
School Counselors & Specialists	9%
Other	16%
Agencies	6%
Business and Industry	6%
Private Practice	9%

Membership by Ethnicity and Region:

Ethnicity:

African-American	17%
Asian	8%
Caucasian	67%
Hispanic/Latino	4%
Native American	1%
Other	4%

Region:

North Atlantic	18%
Southern	37%
Mid-West	21%
Western	18%
International	6%

AD RATES - PER INSERTION

All ad rates are net to NCDA

Four Color	1X	2X	3X	4X
Cover 2 & 4	1843	1751	1663	1580
Cover 3	1773	1684	1600	1520
Full Page	1418	1347	1280	1216
2/3 Page	1040	988	939	892
1/2 Page	851	808	768	730
1/3 Page - (vertical or horizontal)	614	583	554	526
Black and White	1X	2X	3X	4X
Full Page	1276	1212	1152	1094
2/3 Page	936	889	845	803
1/2 Page	766	727	691	657
1/3 Page - (vertical or horizontal)	553	525	499	473

MECHANICAL REQUIREMENTS

Magazine trim size 8 3/8 wide x 10 7/8 high

Full Page: 7 3/8" wide x 9 7/8" high (non-bleed) OR 8 5/8 wide x 11 1/8" high (bleed)

2/3 Page: 4 3/4" wide x 9 7/8" high

1/2 Page: 7 3/8" wide x 4 3/4" high

1/3 Page: 4 3/4" x 4 3/4" (square) OR 2 1/4" wide x 9 7/8" high (vertical)

Media: High resolution (300 dpi) PDF are preferred (can be e-mailed to acheek@ncda.org), or InDesign, or Quark Express files. Ads submitted on disk must include all fonts, original art files and a laser proof. Advertising rates subject to change without notice unless prior advertising commitment received. Total billing due and payable within 30 days of invoice date. All cancellations must be in writing prior to the insertion deadline for issue and shall not be considered accepted until confirmed by NCDA.

Ads will be invoiced by NCDA for each issue individually when magazine is printed.

If you are interested in promoting your organization even further (presence on the NCDA Website, Conference, etc.), ask about our Sponsorship Program. Contact Alicia Cheek at acheek@ncda.org for more information.

FOR FURTHER INFORMATION, CONTACT:

Alicia Cheek

NCDA

Phone: 1-866-367-6232

Fax: 918-663-7058

E-Mail: acheek@ncda.org

Submit all ad materials insertion order forms to NCDA



National Career Development Association

NCDA Magazine Advertising Insertion Order

Company: _____



Address: _____
National Career Development Association

Phone: _____ Ext: _____ Fax: _____

Contact: _____

E-mail: _____

Billing Address (if different from above): _____

Ad insertion for: (Check all that apply; please note that covers are four color, full page only)

____ Four Color ____ Black & White ____ Cover 2 ____ Cover 3 ____ Cover 4

Spring 2019 Issue

____ Full Page ____ 2/3 Page ____ 1/2 Page ____ 1/3 Page: ____ Vert ____ Square

Summer 2019 Issue

____ Full Page ____ 2/3 Page ____ 1/2 Page ____ 1/3 Page: ____ Vert ____ Square

Fall 2019 Issue

____ Full Page ____ 2/3 Page ____ 1/2 Page ____ 1/3 Page: ____ Vert ____ Square

Winter 2019 Issue

____ Full Page ____ 2/3 Page ____ 1/2 Page ____ 1/3 Page: ____ Vert ____ Square

Total amount to be billed per insertion (see Advertising Rates Page 2)

\$ _____ (rate) x _____ (# of insertions) = _____

Signature

Date

Please submit all ad copy by email to acheek@ncda.org or send to:

NCDA • 305 N. Beech Circle • Broken Arrow, OK 74012

Phone: 866-367-6232

GENERAL CONDITIONS FOR ADVERTISING IN THE NCDA CAREER DEVELOPMENTS MAGAZINE

- No advertisement shall be published unless an insertion order form and ad copy (see mechanical requirements) is received at the offices of NCDA by the closing deadline specified by NCDA for the issue(s) desired.
 - Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of NCDA by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.
 - If all necessary advertising materials are not received at the offices of NCDA by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.
 - No advertisement may be canceled after the specified closing deadline for the issue in which it is scheduled to appear.
 - Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.
 - The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.
- The Publisher shall not be responsible for errors caused by designers and typesetters.
 - The Publisher shall not be responsible for claims made in advertisements and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.
 - All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.
- The Advertiser and any agency utilized by it are subject to satisfactory credit reports.
 - The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.
 - In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.