## NSPA E-Communication Banner Ads

### AD Rates

#### Upper Third
- **Member Rates:** $350
- **Non-Member Rates:** $400

#### Middle Third
- **Member Rates:** $325
- **Non-Member Rates:** $375

#### Lower Third
- **Member Rates:** $300
- **Non-Member Rates:** $325

### Monthly/ Bi-Monthly Non-Member E-Communications

#### Upper Third
- **Member Rates:** $475
- **Non-Member Rates:** $500

#### Middle Third
- **Member Rates:** $450
- **Non-Member Rates:** $475

#### Lower Third
- **Member Rates:** $425
- **Non-Member Rates:** $450

## Important NSPA Announcement

You can now access all your favorite member resources and tools from the Member Resource Center. This new landing page features access to:

- Resource Library
- Scholarship Program Toolkit
- Webinar Archives
- Learning Circle Archive
- Conference Materials Archive

Use the link below or you can find the link in the drop-down Quick Links inside the member portal.

![Member Resource Center](image)

## Questions?

Email: info@scholarshipproviders.org

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**REACH YOUR AUDIENCE WITH NSPA!**

**NSPA E-Communication Banner Ads**

**AD Placement** | **Weekly Member E-Communications**<br>**Member Rates** | **Non-Member Rates**<br>**Upper Third** | $350 | $400<br>**Middle Third** | $325 | $375<br>**Lower Third** | $300 | $325

**AD Placement** | **Monthly/ Bi-Monthly Non-Member E-Communications**<br>**Member Rates** | **Non-Member Rates**<br>**Upper Third** | $475 | $500<br>**Middle Third** | $450 | $475<br>**Lower Third** | $425 | $450

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**Discounts Available!**

Rates shown are for single ads. Purchase three or more ads and receive a discount based on the total amount.

**Banner Ad Specs**

- **640 x 150px**

All artwork must be delivered in the indicated specs and high resolution (300dpi) at least two weeks prior to the scheduled deployment date.

**Types of Communications**

- Weekly Reading List & Resources
- Weekly eNews Announcements
- Career Center Job Bulletin
- General Announcements
- Conference Announcements

**Purchase Today!**

bit.ly/NSPAadvertise
CAREER CENTER ADS

JOB POST PACKAGES

JOB POSTED & EMAILED TO SCHOLARSHIP PROVIDERS

JOB FLASH PACKAGE
• Job emailed to 9,000+ scholarship industry professionals
• Posted for 30 days

$324

JOB FLASH PACKAGE PLUS UPGRADES

PREMIUM JOB FLASH PACKAGE
• Job emailed to scholarship providers
• Posted for 30 days
• Remains high in search results
• Highlighted to stand out

$474

ULTIMATE RECRUITING PACKAGE
• TalentBoost upgrade distributes job to network of 1,000 national, niche, and local job boards.
• Job emailed to scholarship providers
• Posted for 30 days
• Remains high in search results
• Highlighted to stand out

$679

MORE OPTIONS AVAILABLE ON OUR WEBSITE
at bit.ly/NSPACareers

BANNER ADS

CAREER CENTER WEBSITE & JOB FLASH EMAIL
• Banner (with linked URL) on the NSPA Career Center landing page.
• Banner (with linked URL) included in a Job Flash email sent to 9,000+ industry professionals.

PRICES START AT $300
DEMOGRAPHICS

GENDER

33% MALE

67% FEMALE

TYPES OF MEMBERS

69% SCHOLARSHIP PROVIDERS

21% INSTITUTIONS

10% OTHER

- Colleges & Universities
- Community Foundations
- Private Foundations
- Public Charities

AGE OF MEMBERS

43% 25-34

20% 35-44

18% 45-54

19% 55-70

MEMBER MAP