NACUFS is the only association focused solely on foodservice in colleges and universities across North America. By advertising with us, you will reach thousands of decision-makers in hundreds of higher education institutions across North America. You’ll benefit from the reputation NACUFS has built for 60 years as one of the most trusted sources of information for campus dining professionals.
» TRUSTED:
For 60 years, NACUFS has supported collegiate dining with member programs and resources that promote industry best practices and excellence.

» VISIBLE:
We reach thousands of foodservice professionals at hundreds of colleges and universities nationwide.

» TARGETED:
Our members are decision-makers and influencers on campus.

» NACUFS MEMBERS HAVE $2.5 BILLION IN PURCHASING POWER

» MEMBERS INCLUDE MORE THAN 4,000 FOODSERVICE PROFESSIONALS AT NEARLY 500 COLLEGES AND UNIVERSITIES IN THE U.S., CANADA, AND MEXICO

» NACUFS CONSISTS OF MORE THAN 500 SUPPLIERS, MANUFACTURERS, AND CONSULTANTS

» OUR READERS INCLUDE THE DECISION MAKERS AT THEIR INSTITUTIONS INCLUDING DIRECTORS, MANAGERS, CHEFS, DIETITIANS, AND MORE!

» NACUFS IS the VOICE, the PLACE, and the SOURCE FOR CAMPUS DINING PROFESSIONALS

60 YEARS
More than 8,000 unique visitors come to our site for information on professional development opportunities, job postings, awards, national conference information, and much more. Advertising with NACUFS guarantees visibility of your product or service to collegiate dining professionals. Institution members know they can count on NACUFS to have a fresh home page with up-to-date benefit offerings, event registration information, as well as the digital version of *Campus Dining Today*.


### THE NACUFS WEBSITE

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Placement</th>
<th>3 months*</th>
<th>6 months*</th>
</tr>
</thead>
<tbody>
<tr>
<td>500p x 500p</td>
<td>Corner page peel</td>
<td>$4,200</td>
<td>$7,980</td>
</tr>
<tr>
<td>254p x 80p</td>
<td>Navigation (8 available)</td>
<td>$3,750</td>
<td>$7,125</td>
</tr>
<tr>
<td>468p x 60p</td>
<td>Bottom Banner</td>
<td>$1,725</td>
<td>$3,275</td>
</tr>
</tbody>
</table>

### NACUFS E-NEWSLETTER

Published weekly, our e-newsletter is sent to 4,000 foodservice professionals of all member institutions, including all decision-makers and associations of institution membership. Place your brand directly in front of our members and drive traffic to your website.

Insertion Orders Due: 2 months prior to advertised month
Materials Due: 2 weeks prior to advertised month

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Placement</th>
<th>1 month (4x)*</th>
<th>3 months (12x)*</th>
<th>6 months (24x)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>570p x 60p</td>
<td>Top Story</td>
<td>$1,250</td>
<td>$3,560</td>
<td>$6,450</td>
</tr>
<tr>
<td>570p x 60p</td>
<td>Middle Story 1</td>
<td>$1,125</td>
<td>$3,200</td>
<td>$6,075</td>
</tr>
<tr>
<td>570p x 60p</td>
<td>Middle Story 2</td>
<td>$1,125</td>
<td>$3,200</td>
<td>$6,075</td>
</tr>
<tr>
<td>570p x 60p</td>
<td>Footer</td>
<td>$1,000</td>
<td>$2,850</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

*Specifications: Digital advertisement artwork must be supplied at 300 dpi; line art at 600 dpi. Artwork must be in RGB mode.
Published three times a year, the official NACUFS magazine includes articles about industry trends, reporting on the annual conference, organization updates, and tips for foodservice professionals. Themes for 2019 issues can be found at NACUFS.org/CDT.

2019 Editorial Calendar

Spring 2019:  
*Building Community Through Collegiate Dining*
Insertion Order Due: February 8, 2019
Materials Due: March 1, 2019

Summer 2019:  
*Serving the Higher Education Mission*
Insertion Order Due: June 7, 2019
Materials Due: June 28, 2019

Fall/Winter 2019:  
*Helping Students Achieve Academic Excellence*
Insertion Order Due: August 23, 2019
Materials Due: September 13, 2019

In a NACUFS membership survey, Campus Dining Today was ranked one of the Top Five Benefits for institution members.

Full Color Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Type</th>
<th>1x Rate</th>
<th>2x Total</th>
<th>3x Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (8.5x11&quot;)</td>
<td>Premium</td>
<td>$3,100</td>
<td>$5,580</td>
<td>$7,905</td>
</tr>
<tr>
<td>Inside Back Cover (8.5x11&quot;)</td>
<td>Premium</td>
<td>$3,100</td>
<td>$5,580</td>
<td>$7,905</td>
</tr>
<tr>
<td>Back Cover (8.5x11&quot;)</td>
<td>Premium</td>
<td>$3,300</td>
<td>$5,940</td>
<td>$8,415</td>
</tr>
<tr>
<td>Full Page Spread (17x11&quot;)*</td>
<td>Specialty</td>
<td>$5,150</td>
<td>$9,270</td>
<td>$13,130</td>
</tr>
<tr>
<td>Half Page Spread (17x4.625&quot;)*</td>
<td>Specialty</td>
<td>$3,100</td>
<td>$5,580</td>
<td>$7,905</td>
</tr>
<tr>
<td>Interior Full Page (8.5x11&quot;)*</td>
<td>Interior</td>
<td>$2,575</td>
<td>$4,635</td>
<td>$6,560</td>
</tr>
<tr>
<td>Interior Half Page (8.5x5.5&quot;)*</td>
<td>Interior</td>
<td>$1,750</td>
<td>$3,150</td>
<td>$4,460</td>
</tr>
</tbody>
</table>

*Specifications: All Campus Dining Today artwork must have 1/8" bleeds, and must be supplied at 300 dpi; line art at 600 dpi. Artwork must be in CMYK mode. Preferred submission format is press-optimized PDF (fonts embedded). Other formats allowed: indd, eps, jpeg, or psd.*
MEMBERSHIP DIRECTORY

The annual directory is an invaluable resource used year-round by NACUFS members. It contains complete contact and demographic information for NACUFS institutional and industry members.

**Insertion Order Due: December 28, 2018**
**Materials Due: January 4, 2019**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Type</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (8.5x11&quot;)*</td>
<td>Premium</td>
<td>$3,100</td>
</tr>
<tr>
<td>Inside Back Cover (8.5x11&quot;)*</td>
<td>Premium</td>
<td>$3,100</td>
</tr>
<tr>
<td>Back Cover (8.5x11&quot;)*</td>
<td>Premium</td>
<td>$3,600</td>
</tr>
<tr>
<td>Divider Tab (2 available)*</td>
<td>Premium</td>
<td>$2,575</td>
</tr>
<tr>
<td>Full Page (8.5x11&quot;)*</td>
<td>Interior</td>
<td>$1,550</td>
</tr>
<tr>
<td>Half Page (8.5x5.5&quot;)*</td>
<td>Interior</td>
<td>$1,025</td>
</tr>
</tbody>
</table>

*Specifications: All Membership Directory artwork must have 1/8" bleeds, and must be supplied at 300 dpi; line art at 600 dpi. Artwork must be in CMYK mode. Preferred submission format is press-optimized PDF (fonts embedded). Other formats allowed: indd, eps, jpeg, or psd.

NATIONAL CONFERENCE PROGRAM GUIDE

This uniquely-designed program guide includes a folder and note pages. Attendees can now write down inspired ideas to bring home and put into action. Ads will stay relevant long after the conference, giving the 2019 investment a longer life span.

**Insertion Order Due: March 22, 2019**
**Materials Due: April 19, 2019**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Type</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (5.25x8.25&quot;)*</td>
<td>Premium</td>
<td>$3,100</td>
</tr>
<tr>
<td>Inside Back Cover (5.25x8.25&quot;)*</td>
<td>Premium</td>
<td>$3,100</td>
</tr>
<tr>
<td>Back Cover (5.25x8.25&quot;)*</td>
<td>Premium</td>
<td>$5,150</td>
</tr>
<tr>
<td>Half Page Folder/Tab/Notebook (5.25x8.25&quot;)*</td>
<td>Premium</td>
<td>$5,150</td>
</tr>
<tr>
<td>Tab (5.25x8.25&quot; plus tab)*</td>
<td>Premium</td>
<td>$2,575</td>
</tr>
<tr>
<td>Full Page (5.25x8.25&quot;)*</td>
<td>Interior</td>
<td>$1,550</td>
</tr>
<tr>
<td>Half Page (5.25x4.125&quot;)*</td>
<td>Interior</td>
<td>$775</td>
</tr>
</tbody>
</table>

*Specifications: For Program Guide ads allow 1/2" margin on spiral side and 1/4" bleeds around ad. Artwork must be supplied at 300 dpi; line art at 600 dpi, and must be in CMYK mode. Preferred submission format is press-optimized PDF (fonts embedded).
### Campus Dining Today*

- **Spring Pre-Conference Issue**
  - Half page—$1,750 □ Full page—$2,575
  - Half-Page Spread—$3,100 □ Full-Page Spread—$5,150
  - Insider Front Cover—$3,100 □ Inside Back Cover—$3,100
  - Back Cover—$3,300

- **Summer Post-Conference Issue**
  - Half page—$1,750 □ Full page—$2,575
  - Half-Page Spread—$3,100 □ Full-Page Spread—$5,150
  - Insider Front Cover—$3,100 □ Inside Back Cover—$3,100
  - Back Cover—$3,300

- **Fall/Winter Issue**
  - Half page—$1,750 □ Full page—$2,575
  - Half-Page Spread—$3,100 □ Full-Page Spread—$5,150
  - Insider Front Cover—$3,100 □ Inside Back Cover—$3,100
  - Back Cover—$3,300

### Bundled Issues

#### 2x -
- Half page—$3,150 □ Full page—$4,635
- Half-page Spread—$5,580 □ Full-page Spread—$9,270
- Insider Front Cover—$5,580 □ Inside Back Cover—$5,580
- Back Cover—$5,940

#### Pick 2:
- Spring
- Summer
- Fall/Winter

#### 3x -
- Half page—$4,460 □ Full page—$6,560
- Half-page Spread—$7,905 □ Full-page Spread—$13,130
- Inside Front Cover—$7,905 □ Inside Back Cover—$7,905
- Back Cover—$8,415

Special requests/instructions:*______________________________
_________________________________________________________
_________________________________________________________

### 2019 Membership Directory

### 2019 National Conference Program Guide

**All ads are full-color**
- Inside Front Cover —$3,100 □ Inside Back Cover —$3,100
- Back Cover —$5,150 □ Half page Folder/Notebook ad —$5,150
- Divider Tab—$2,575 □ Full page—$1,550 □ Half Page—$775

Special requests/instructions: ________________________________
Check all that apply. This request authorizes NACUFS to place an advertisement in the selected media. NACUFS cannot guarantee requested placement. Ad specifications are detailed in the media guide. Insertion orders are due by the 1st of the month immediately preceding requested placement. Materials are due by the 15th of the month immediately preceding requested placement.

**NACUFS Website**

<table>
<thead>
<tr>
<th>Size of Ad</th>
<th>3 Months</th>
<th>6 Months</th>
<th>Placement (please circle)</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Corner Page Peel</td>
<td>□ $4,200</td>
<td>□ $7,980</td>
<td>Jan Feb Mar Apr May June</td>
</tr>
<tr>
<td>500 x 500 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Bottom Banner</td>
<td>□ $1,725</td>
<td>□ $3,275</td>
<td>Jan Feb Mar Apr May June</td>
</tr>
<tr>
<td>468 x 60 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Navigation</td>
<td>□ $3,750</td>
<td>□ $7,125</td>
<td>Jan Feb Mar Apr May June</td>
</tr>
<tr>
<td>(8 total) 254 x 80 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*NACUFS anticipates a new website design to launch mid-year 2019. Due to this change, NACUFS is not booking any advertising opportunities July-December 2019. More information on future web advertising opportunities will be shared as soon as possible.

**NACUFS E-Newsletter**

<table>
<thead>
<tr>
<th>Size of Ad</th>
<th>1 Month (4x)</th>
<th>3 Months (12x)</th>
<th>6 Months (24x)</th>
<th>9 Months (36x)</th>
<th>Placement (please circle)</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Top Story</td>
<td>□ $1,250</td>
<td>□ $3,560</td>
<td>□ $6,450</td>
<td>□ $8,600</td>
<td>Jan July Aug Sept Oct Nov Dec</td>
</tr>
<tr>
<td>570 x 60 pixels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Middle Story 1</td>
<td>□ $1,125</td>
<td>□ $3,200</td>
<td>□ $6,075</td>
<td>□ $8,225</td>
<td>Jan July Aug Sept Oct Nov Dec</td>
</tr>
<tr>
<td>570 x 60 pixels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Middle Story 2</td>
<td>□ $1,125</td>
<td>□ $3,200</td>
<td>□ $6,075</td>
<td>□ $8,225</td>
<td>Jan July Aug Sept Oct Nov Dec</td>
</tr>
<tr>
<td>570 x 60 pixels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Footer Banner</td>
<td>□ $1,000</td>
<td>□ $2,850</td>
<td>□ $5,400</td>
<td>□ $7,550</td>
<td>Jan July Aug Sept Oct Nov Dec</td>
</tr>
<tr>
<td>570 x 60 pixels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Payment & Signature:**

Rates listed are net. NACUFS members and/or agents for NACUFS members will be invoiced. Agencies: Please specify the appropriate billing contact and address. Nonmembers **must include payment with insertion orders. Nonmembers will be charged a 25% premium on the total cost of advertisement(s).**

Make a copy for your records. The undersigned authorized officer, employee, or agent of the above-named company requesting to place advertising as indicated hereby acknowledges that he or she has read the terms of this agreement as stipulated above and in the Terms of Advertising Request and Agreement. The undersigned hereby requests the advertising space as indicated above and agrees to be bound by the terms of this agreement.

Authorized signature

Date

Submit insertion order, materials, and instructions to:
NACUFS Attn: Marketing Department
1515 Turf Lane, Suite 100 | East Lansing, MI 48823
Phone: (517) 332-2494 | Fax: (517) 332-8144
Email: advertising@NACUFS.org

For NACUFS use only:

Date received _______________ Ad cost $______________
Invoice amount $______________ Paid $______________
POLICIES & PROCEDURES

1. Advertising will be accepted for publication in *Campus Dining Today*, the NACUFS Membership Directory, the National Conference Program Guide, the NACUFS e-newsletter, and on the NACUFS® website.

2. Publication guidelines shall be as follows:
   
   A. The name “NACUFS” or “The National Association of College & University Food Services” may not be used within an advertisement without prior permission of the Publisher.

   B. NACUFS reserves the right to:
      - Edit all copy and accept, reject, or cancel any advertisements, at its sole discretion.
      - Determine the placement of all advertisements.
      - Provide reciprocal arrangements with allied associations.
      - Publish advertisements on a first-come, first-served basis.
      - Allow “right of first refusal” for cover advertisements and other premium placements.

   C. NACUFS is not responsible for:
      - Any claims made in advertisements. The advertiser assumes responsibility and liability for the content of any advertising. The word “advertisement” will accompany all advertorials.
      - A guarantee of any given level of circulation or readership.
      - The return of printed material, unless a specific written request is received to hold such material for a period not exceeding 60 days.

   D. Advertisements must be in the proper format and must:
      - Reach the NACUFS office by the published deadlines.
      - Be camera-ready, submitted electronically, and include all separations.
      - Be sized to fit the advertisement size requested in media guide.

3. Advertisements in NACUFS publications do not constitute endorsement by NACUFS. A disclaimer will accompany each publication that contains advertising.

4. Advertisements may not, without prior written consent, incorporate in a subsequent advertisement the fact that a product or service has been advertised in a NACUFS publication.

5. Payment shall accompany the Advertising Request and Agreement for advertisements placed by nonmembers.

6. The Publisher shall provide a media guide describing advertising rates, procedures, and contracts for distribution to industry members.

7. Rates and quantity of space devoted to advertisement in NACUFS publications will be determined by the Publisher.

8. Advertising is available to both members and nonmembers of the association.

COPY & REQUEST PROVISIONS

1. All copy, text, and illustrations are subject to the Publisher’s approval before acceptance of the advertising request. The right is reserved by the Publisher to reject or exclude copy at its sole discretion. In the event of such cancellation or rejection by the Publisher, the amounts paid for advertising already ran in the specified publication shall not be refunded.

2. The Publisher’s liability for any error will not exceed the cost of the space occupied by the error.

3. Two or more advertisers are not permitted to use space under the same contract.

4. Publisher shall not be responsible for failure to publish the requested advertising when such failure is the result of strikes, accidents, fires, acts of God, or other contingencies beyond the Publisher’s control.

5. Publisher reserves right to hold advertiser and/or advertising agency acting as its agent in signing this agreement jointly and severally liable for such monies as are due and payable to the Publisher.

6. Any costs incurred in the collection of debts payable to the Publisher, either directly incurred by the Publisher or from fees charged by collection agencies and/or attorneys, will be charged to the advertiser and/or its advertising agency jointly and severally.