



Advertising Insertion Order Form

Name:	Title:		
Company:	Agent for:		
Address:	City:	State:	Zip:
Phone:	Email:		

Check all that apply. This request authorizes the National Association of College & University Food Services (NACUFS) to place an advertisement in the selected publication(s)/media. NACUFS cannot guarantee requested placement. Ad specifications and deadlines are detailed in the guide.

<i>Campus Dining Today®</i>	
Print and Digital	Bundled Issues
Spring Issue ☐ Interior Half-Page - \$2,350 ☐ Interior Full-Page - \$3,350 ☐ Half-Page Spread - \$3,950 ☐ Full-Page Spread - \$5,950 ☐ Inside Front Cover - \$4,150 ☐ Inside Back Cover - \$3,950 ☐ Back Cover - \$4,450	2x Rate (per issue) ☐ Interior Half-Page - \$2,232 ☐ Interior Full-Page - \$ 3,182 ☐ Half-Page Spread - \$3,752 ☐ Full-Page Spread - \$5,652 ☐ Inside Front Cover - \$3,942 ☐ Inside Back Cover - \$3,752 ☐ Back Cover - \$4,228 Pick 2: Spring Summer Winter
Summer Issue ☐ Interior Half-Page - \$2,350 ☐ Interior Full-Page - \$3,350 ☐ Half-Page Spread - \$3,950 ☐ Full-Page Spread - \$5,950 ☐ Inside Front Cover - \$4,150 ☐ Inside Back Cover - \$3,950 ☐ Back Cover - \$4,450	3x Rate (per issue) ☐ Interior Half-Page - \$2,115 ☐ Interior Full-Page - \$3,015 ☐ Half-Page Spread - \$3,555 ☐ Full-Page Spread - \$5,355 ☐ Inside Front Cover - \$3,735 ☐ Inside Back Cover - \$3,555 ☐ Back Cover - \$4,005
Winter Issue ☐ Interior Half-Page - \$2,350 ☐ Interior Full-Page - \$3,350 ☐ Half-Page Spread - \$3,950 ☐ Full-Page Spread - \$5,950 ☐ Inside Front Cover - \$4,150 ☐ Inside Back Cover - \$3,950 ☐ Back Cover - \$4,450	Digital Add-ons ☐ Top Banner (1 available) - \$2,495 ☐ Lead Generation Form - \$395 ☐ Embedded Video - \$495
	Nat'l Conference Special Edition Issue (digital only) ☐ Interior Half-Page - \$1,995 ☐ Interior Quarter-Page - \$1,295 (National Conference Exhibitors and Sponsors Only)



NACUFS E-Newsletter (The Dish)

Placement	1 Month (4x)	3 Months (12x)	6 Months (24x)	Month/s (please check box)					
☐ Top	☐ \$1,695	☐ \$4,830	☐ \$9,150	☐ Jan	☐ Feb	☐ Mar	☐ Apr	☐ May	☐ June
				☐ July	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec
☐ Middle #1	☐ \$1,495	☐ \$4,260	☐ \$8,073	☐ Jan	☐ Feb	☐ Mar	☐ Apr	☐ May	☐ June
				☐ July	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec
☐ Middle #2	☐ \$1,495	☐ \$4,260	☐ \$8,073	☐ Jan	☐ Feb	☐ Mar	☐ Apr	☐ May	☐ June
				☐ July	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec
☐ Middle #3	☐ \$1,295	☐ \$3,690	☐ \$6,993	☐ Jan	☐ Feb	☐ Mar	☐ Apr	☐ May	☐ June
				☐ July	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec
☐ Middle #4	☐ \$1,295	☐ \$3,690	☐ \$6,993	☐ Jan	☐ Feb	☐ Mar	☐ Apr	☐ May	☐ June
				☐ July	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec
☐ Footer	☐ \$1,100	☐ \$3,135	☐ \$5,940	☐ Jan	☐ Feb	☐ Mar	☐ Apr	☐ May	☐ June
				☐ July	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec

National Conference Program Guide

Full-Page Front Tabs (2 available) - \$2,975

Inside Front Cover - \$3,475

Back Cover - \$5,250

Full-Page Back Tabs (2 available) - \$2,975

Inside Back Cover - \$3,100

Notebook Footer Pages - \$925

Full-Page - \$1,675

Half-Page - \$975

Website

☐ Home Page: ☐ Left Side ☐ Center ☐ Right Side (1 Month) - \$995

Career Pages: (1 Month) - \$895

Membership Pages: (1 Month) - \$795

National Conference Page (3 months) - \$2,997

☐ Home Page: ☐ Left Side ☐ Center ☐ Right Side (3 Months) - \$2,836

Career Pages: (3 Month) - \$2,685

Membership Pages: (3 Month) - \$2,385

Spring Conference Pages (3 months) - \$2,997

Notes:

Total Due: ☐ Member ☐ Non-member Gross Amount: _____ Net Amount: _____

Send Invoice To:

Name:	Company/Agency:		
Address:	City:	State:	Zip:
Phone:	Email:		

URL Link: _____

Payment & Signature:

Please specify the appropriate billing contact and address above. Rates listed are net. NACUFS members and/or agents for NACUFS members will be invoiced for the total net amount upon receipt of Insertion Order. Payment can be made by credit card or check. Non-members must include payment with insertion orders. Non-members will be charged the gross amount, 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 they have read the terms of this agreement as stipulated under Policies & Procedures and Copy & Request Provisions. 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:

National Association of College & University Food Services
1515 Turf Lane, Suite 100 • East Lansing, MI 48823
PHONE: (517) 332-2494 • advertising@NACUFS.org

POLICIES & PROCEDURES

1. Advertising will be accepted for publication in *Campus Dining Today*®, 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 “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.
- Publish advertisements on a first-come, first-served basis.

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. Advertiser will be billed immediately upon receipt of signed Insertion Order. Payment shall accompany the Advertising Insertion Order Form for advertisements placed by nonmembers.

6. The Publisher shall provide an Advertising 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.

NO REFUND POLICY

Advertiser acknowledges and agrees that all payments made for advertisements under this Order are non-refundable. Regardless of any circumstance, including but not limited to campaign performance, changes in marketing strategy, business decisions, or campaign duration adjustments, no cancellations and/or refunds will be issued.