



Stay in the Game

STRATEGIES TO REACH YOUR TARGET AUDIENCE



Digital Advertising



Social Media Marketing



Philanthropic Giving



Grant & Stipend Support

CREATIVE WAYS TO CONNECT.

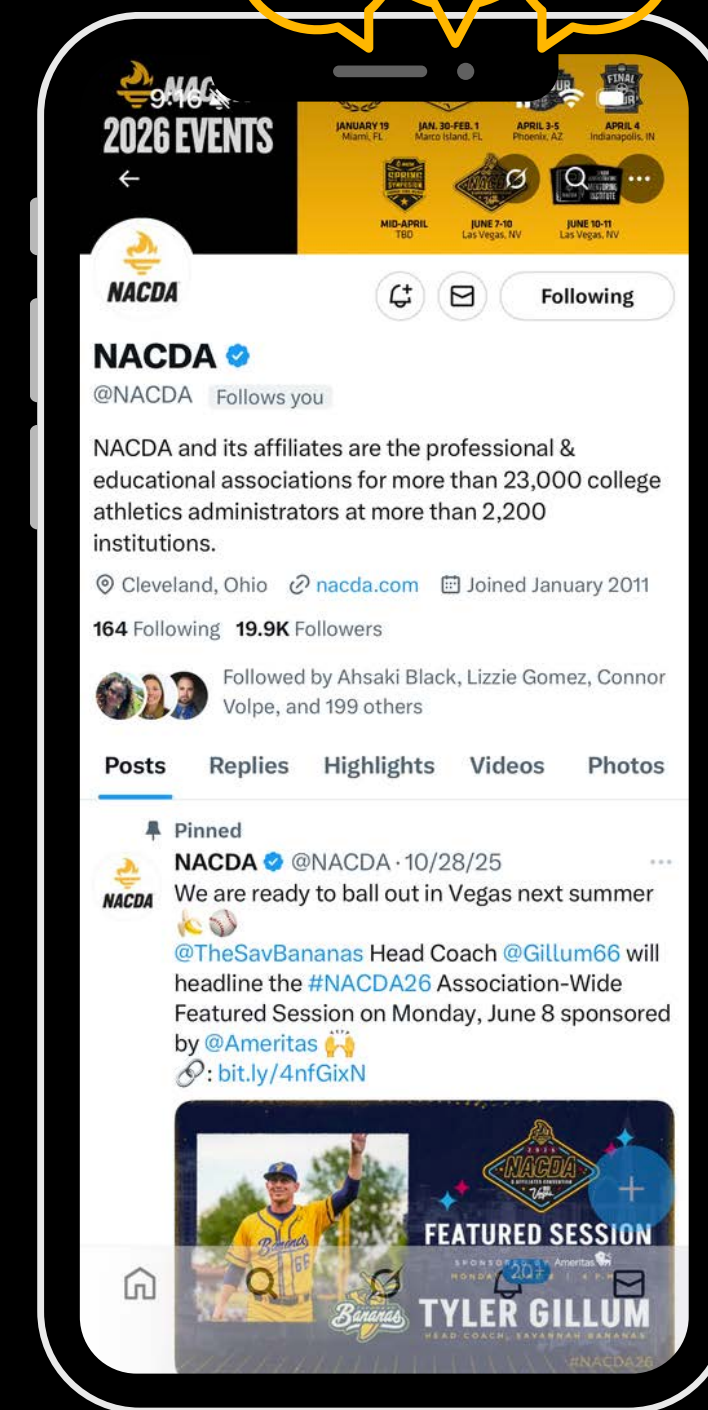
NACDA utilizes a variety of outlets to reach its members. There are advertising options built into each of these communications channels. While pursuing one of these options on its own does not automatically make a company a NACDA Annual Sponsor, these can be combined with larger assets or executed as standalone campaigns to help your organization enhance its presence within the industry.

@NACDA SOCIAL MEDIA REACH

 **20,100** followers

 **4,831** followers

 **3,455** followers





MARKETING & COMMUNICATIONS OPPORTUNITIES

Advertising

NACDA DAILY REVIEW

A digital newsletter of the day's top collegiate news and professional development articles, delivered directly to NACDA & Affiliates members' inboxes Monday through Friday.

\$1,250 PER BANNER or \$5,000 FOR FIVE (5)

Sponsor-designed banner advertisement embedded within the email and linked to a URL of your choosing (JPG, PNG or GIF format).



AUDIENCE: 15,500+ athletics administrators across the country; 45% open rate

ATHLETICS ADMINISTRATION DIGITAL MAGAZINE

The official quarterly publication of NACDA and its Affiliates. Beginning in 2024-25, *Athletics Administration* transitioned from print to a digital, interactive format.

\$1,800 BASE PER FULL PAGE \$1,200 BASE PER PARTIAL PAGE

Premium space, Sponsored Content, and bundle options available, with capabilities for video add-on to any placement.



CLICK HERE for full pricing breakdown
CLICK HERE for ad creation best practices

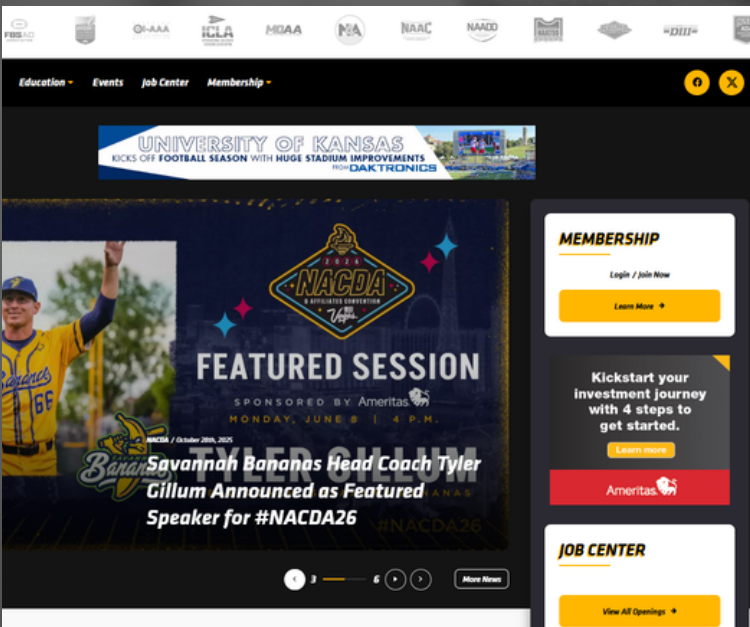
AUDIENCE: 20,500+ unique viewers on average per issue

NACDA.COM

The NACDA website offers valuable insight into the industry including best practices, shared educational material, virtual programming archives and membership news across the 19 Affiliate Associations under the NACDA umbrella.

\$5,000 PER CAMPAIGN, PER MONTH

Campaigns can be purchased for a run-of-site, per month, with access to analytics of ad performance.



AUDIENCE: 1,000,000+ visits per year

SPONSORED CONTENT WEBINAR

NACDA uses its social media channels and virtual programming sessions to provide expanded professional development opportunities, feature members' success and highlight corporate partners' news.

\$5,000 PER WEBINAR

Sponsor is responsible for securing speakers and providing content; NACDA promotes registration and hosts the live session; Includes access to registrant/attendee contact information post-event.



AUDIENCE: Attendees fluctuate based on subject matter; typically around 300