

## Newsletter Advertisements

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The quarterly LASFAA Newsletter is published electronically, with the fall edition mailed to the membership ahead of the Fall Conference.

Associate members may purchase space to be used for advertisements or articles on products or services offered by your company.

- ◇ **\$200** - full-page (8"x10")
- ◇ **\$100** - half-page (8"x5")
- ◇ **\$50** - quarter-page (4"x5")

Prices listed are per edition. To guarantee inclusion, ad space must be purchased and materials sent to the Editor prior to the published deadlines.

*Files may be sent in .JPG, .PNG, or Word format. Articles must fit in space using Calibri 11-pt font.*



*LASFAA Board, Spring Conference —March 2018*

## Newsletter Deadlines

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Please adhere to the following newsletter advertisement deadlines:

- ◇ Fall (Sept) - Aug. 1 (early deadline due to print copies)
- ◇ Winter (Dec) - Nov. 15
- ◇ Spring (Mar) - Feb. 15
- ◇ Summer (Jun) - May 15

In addition, the following may be submitted:

- ◇ Article of interest to LASFAA industry
- ◇ Comings, goings, births, marriages, celebrations, milestones for your members and/or company
- ◇ Funny stories
- ◇ Upcoming webinars & training events through your company (these will be added to the calendar on the LASFAA website)

### LASFAA Communications

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#### **Advertisement Questions:**

Frankie Everett, Communications Chair  
Phone: 318.342.5329  
Fax: 318.342.3539  
E-mail: everett@ulm.edu

#### **Remit payments to:**

Lynette Viskozki,  
LASFAA Treasurer  
P.O. Box 53016  
Shreveport, LA 71135



## Associate Sponsorship Opportunities

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*Louisiana Association of  
Student Financial Aid Administrators*



LASFAA is an organization of more than 500 members who work in financial aid and related positions at over 50 Louisiana colleges and universities, education-related government agencies, and private companies that offer or support funding for higher education.

LASFAA welcomes your financial support as we work together to promote the availability and effective stewardship of higher education funding. LASFAA is designated as a non-profit corporation under 501(c)(3) of the Internal Revenue Code (Federal Tax ID 72-1204394), which will allow you to receive a tax exemption for the financial support you provide.

In recognition of your support, LASFAA provides a variety of opportunities for you to provide information about your products and services to the membership, and to develop business relationships with members and their institutions. Sponsorship can be for general operation of the association or for specific activities in which members participate.

## General Sponsorship Levels

**\$1,500—Gold Level** sponsors receive everything included in Silver level, plus:

- Rotating banner ad on LASFAA homepage
- One half-page advertisement in each issue of the quarterly LASFAA newsletter
- Opportunity to present a business update at Fall Conference

*Package valued at over \$4,100!*

**\$1,000—Silver Level** sponsors receive everything included in Bronze level, plus:

- Rotating banner ad on the LASFAA Member Services page
- One quarter-page advertisement in each issue of the quarterly LASFAA newsletter
- Opportunity to present topic of general interest (topics selected by Program Committee)

*Package valued at over \$2,300!*

**\$400 Bronze Level** sponsors receive:

- Recognition of sponsorship level displayed on LASFAA website with sponsor's logo and hyperlink
- Recognition of sponsorship level printed in Fall Conference program
- One-minute time slot during the Fall Conference luncheon to introduce yourself and your products to the membership
- One exhibitor table at the Fall Conference

*Note: Sponsorships do not include conference registration fee. All exhibitors are required to register separately for the conference.*

## Fall Conference Underwriting Opportunities

Fall Conference—three-day gathering of members in October for training, professional development, and conducting association business. Potential to reach approximately 100 financial aid administrators.

- **\$700 Bag Sponsorship** — conference logo on front of bag, your logo on back (*limited to 3 sponsors*)
- **\$400 Charging Station Sponsorship** — includes recognition in web and print materials (*limited to 1 sponsor*)
- **Program Advertising** (printed)
  - **\$200** full-page
  - **\$100** half-page
  - **\$50** quarter-page



*Upper Management Training—June 2017*