

Read and Trusted by Activities' Most Qualified Professionals

Vol. 371, Issue 2

FALL 2000

NCCAP NEWS

THE OFFICIAL NEWSLETTER OF THE NATIONAL CERTIFICATION COUNCIL FOR ACTIVITY PROFESSIONALS



A Message from Our Board

NCCAP and NAAP share in the service of the activity profession together

By Cindy Bradshaw, ADC
NCCAP President

The NCCAP Board of Directors and NCCAP Officers will wish to convey to you, our certified members, that The National Association for Activity

Professionals in their daily job responsibilities, they will likely run for no reason to assist in the management of the NAAP and NAAP business. This is to be understood.

While NCCAP and NAAP continue to be separate in the aspects of intent, mission and purpose, they continue to be the same with respect to supporting you, the Activity Professional. NAAP was founded for and by Activity Professionals. The



Professionals (NAAP) needs your support. As with the NCCAP Board, the NAAP Board of Directors is composed of leaders who were direct-owners of the activity

For current information on NAAP and to find out how you can help, contact them at:
P.O. Box 5520
Savannah, TN 37864
Voice: (423) 425-0717
FAX: (423) 453-9014
Email: info@naapcert.com

entire membership of NAAP make it possible for our profession to be as respected and valued as it is today. Future endeavors will rely on with NAAP. In addition, that we current NAAP members develop and implement. Together, we support TEAM.™

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Our Mission Statement

"The National Certification Council for Activity Professionals is a credentialing body that sets standards and ensures that those who

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As the Official Newsletter of The National Certification Council for Activity Professionals, **NCCAP News** is the activity profession's most prolific source of education and certification information for our 7,200+ certified activity professionals. **NCCAP News** is mailed quarterly to 100% of our constituency as a guaranteed benefit of certification. Don't miss your opportunity to share your product or service with the most qualified activity professionals in North America. Advertise with us in **NCCAP News** today.

Publication Schedule

ISSUE:	WINTER ISSUE	SPRING ISSUE	SUMMER ISSUE	FALL ISSUE
SPACE:	Jan. 1	Mar. 1	Jul. 1	Oct. 1
MATERIALS:	Jan. 10	Mar. 10	Jul. 10	Oct. 10
DISTRIBUTION:	end of Jan.	end of Mar.	end of Jul.	end of Oct.

Policies & Services

DEADLINES Space reservations are required by 5:00 p.m. seven (7) days prior to publication date. All materials must be received by 5:00 p.m. five (5) days prior to publication. **NCCAP News** will not be responsible for deadlines missed due to camera ready ads-on-disk that are incomplete, corrupt or otherwise unreadable or unusable.

CANCELLATIONS Cancellations must be received by 5:00 p.m. five (5) days prior to publication. Space reservation is a contract to buy space regardless of proof approval.

PRODUCTION All ads should be submitted camera ready on disk. If this is not possible, our production department will create your ad in **NCCAP News** free of charge (Single-proof system; Ad proofs are run for typographical corrections only). Advertiser is responsible for providing all copy as well as clean, usable artwork such as logos, photos, etc. Should such artwork be unavailable, **NCCAP News** will create it for you at a reasonable rate.

CREDIT & PAYMENTS Payment is due with copy until credit is approved. Invoices are due net thirty (30) days. A monthly late fee of 1.5% will be assessed per month on any unpaid balance. Any claim concerning payment must be made no later than five (5) days after publication.

RATES • 01.01	OPEN (1 TIME)	2 TIMES	3 TIMES	ANNUAL (4 TIMES)
FULL PAGE	\$800	\$700	\$650	\$600
HALF PAGE	\$435	\$400	\$385	\$350
1/4 PAGE	\$265	\$240	\$215	\$200
1/8 PAGE	\$185	\$170	\$140	\$125

Ad Rates

FREQUENCY RATES Frequency rates apply if and only if the terms of the insertion agreement are met completely. In the event that the advertiser does not meet the requirements of the agreement, the advertiser will be charged back a "short rate" equal to the open rate for any advertising purchased. **COLOR** All ads in *NCCAPNews* are FULL COLOR at NO CHARGE.

Ad Sizes and Dimensions

DIMENSIONS:

Full Page:
8" (w) X 10.5" (h)



Half Page Horiz.
8" (w) X 5" (h)

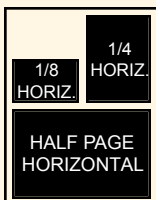
Half Page Vert.
3.875" (w) X 10" (h)



1/4 Page Horiz.
3.875" (w) X 5" (h)

1/4 Page Vert.
2.25" (w) X 10" (h)

1/8 Page Horiz.
3.875" (w) X 2.375" (h)



1/8 Page Vert.
2.25" (w) X 5" (h)

In keeping with the standard for modern professional publications, *NCCAP News* utilizes the concept of Modular Advertising to achieve its clean and uncluttered look.

By establishing consistent shapes and sizes for our advertising, we ensure quality control and cut down on the "jigsaw puzzle" dilemma that too often renders your advertising useless.

Experienced advertising buyers will instantly recognize the advantages of the Modular Format; first-time shoppers will appreciate the simplicity.

Most importantly, our Modular Format keeps the number of ads-per-page low, giving your ad — whether it's large or small — the kind of attention and dominance that simply is not affordable from other print media layouts. You make the most of your advertising dollar when you choose Modular Advertising from *NCCAP News*.

REMEMBER: All ads in *NCCAP News* are FULL 4-COLOR at NO EXTRA CHARGE!



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Please visit our Web site at www.nccap.org

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