

The NiUG CONNECTION: 2023 ADVERTISING RATE CARD

Looking for a powerful and effective way to reach the iMIS community? The answer is simple! *The NiUG Connection*. Our digital newsletter is delivered to 7,500 individuals of the iMIS community!

QUARTER	PUBLICATION DATE
1 ST Quarter	Monday, February 13, 2023
2 ND Quarter	Monday, May 15, 2023
3 RD Quarter	Monday, August 14, 2023
4 TH Quarter	Monday, November 13, 2023

This newly revamped newsletter is more than a vehicle to deliver NiUG news, announcements and events. It delivers a relevant mix of content, including event reminders, surveys, promotions, educational industry articles, iMIS tips, essential industry news and expert advice.

All advertisers **MUST** be a current NiUG member. To prevent our newsletter from becoming a sales piece, the maximum advertisers per issue is capped at five (5) in five (5) different placements - top leaderboard, lower leaderboard, small square with case study #1, small square with case study #2, bottom leaderboard - ensuring each placement is a prime placement.

STYLE	SIZE	COST PER ISSUE
Top Leaderboard	600x100	\$450
Small Square with Case Study (#1)	100x100	\$475
Small Square with Case Study (#2)	100x100	\$475
Lower Leaderboard	600x100	\$300
Bottom Leaderboard	600x100	\$200

All article and tip submissions and artwork must be submitted to [Del Crawford, Events and Marketing Specialist](#), no later than 7 days before publish dates and MUST include: name of advertiser, requested issue, click-through URL (website the ad directs the reader), and artwork files.

QUARTER	ARTICLE & ADVERTISING SUBMISSIONS DUE
1 ST Quarter	Monday, February 6, 2023
2 ND Quarter	Monday, May 8, 2023
3 RD Quarter	Monday, August 7, 2023
4 TH Quarter	Monday, November 6, 2023

File formats accepted: JPG, PNG, GIF (Flash SWF and Animated GIF not supported)

Maximum file size: 80 kb

Minimum image resolution: 72 dpi

Submission guidelines for article and news submissions on reverse side.



From the Desk of the Executive Director

From the Desk of NiUG's Executive Director

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TOP LEADERBOARD
600 X 100

Case Studies

Case Study #1: Insert Title Here

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Case Study #2: Insert Title Here

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LOWER LEADERBOARD
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iMIS Support Spotlight



iMIS Support Spotligthed Org Here

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Articles | Announcements | Tips & Tricks

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Event Calendar

14
DEC

Webinar Title Here

Time: 1:00 - 2:00 PM ET
Location:
Your Desk

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REGISTER

Straight From the Open Forum

In each issue of The NiUG Connection, we choose actual questions and answers pulled straight from the Open Forum (formerly Listserve) in our New iMIS Insider Member Community. Haven't signed up for the Open Forum yet? Click here and join the discussion!

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2. Lorem ipsum dolor sit amet
3. Lorem ipsum dolor sit amet

Career Center

Post A Job On Our Career Center Or Check Out Open Positions!



BOTTOM LEADERBOARD
600 X 100

NiUG Connection Newsletter - Submission Guidelines

The *NiUG Connection Newsletter* is the official voice of NiUG International. It carries professional news, reports the Board's actions, announces NiUG events, webinars and other benefits. In addition, the newsletter informs the iMIS community of iMIS/NiUG related news, issues and events of interest or other news and information that may impact its member/nonmember community. Submitted articles should focus on news relating to the iMIS product, iMIS customer/client case studies, NiUG news and information and shall not promote any associate or vendor's products or services. Collaborations on articles between a vendor and iMIS customers are welcome. Submissions shall in no way promote an associate or vendor in a sales associated manner.

Submissions by all members of NiUG are encouraged. In order to provide fair and equal access, consecutive submissions by a member or institution may not be permitted. In other words, institutions/members who have already published an article in a concurrent issue may not be able to have an article published in the following issue. (Example: If you had an article published in the 1st quarter issue, you may submit one for the 2nd quarter issue; however, it may not be published in that specific issue and may/may not be used in a future issue). Article selections are at the discretion of the Editors of the newsletter and submissions are not guaranteed to be published.

All submissions and inquiries regarding the newsletter should be directed to the Newsletter Editor:

Delphia Crawford dcrawford@niug.org

Publication Dates: February 13, May 15, August 14, November 13

Copy Deadlines: February 6, May 8, August 7, November 6

Format for submissions: All articles and items submitted for consideration should be delivered via email attachment. Articles should be no longer than 750 words, attached as a text file or Word file. Be sure to include a title (10 word limit), the author's name, company name, location and contact information at the end of your article. Failure to do so will result in your submission going unpublished.

Images should be submitted as separate JPEG or PDF files, and not placed within the body of the text file. Please limit image submissions to no more than 3 files. Captions for images should be placed at the end of the article text file and include the image file name. If authors would like specific placement of images, they can call this out by inserting [Place image1.jpeg here] within the text file.

