




The NiUG CONNECTION: 2020 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 1 , 20
2 nd Quarter	Monday, May 2 , 20
3 rd Quarter	Monday, August 1 , 20
4 th Quarter	Monday, November 1 , 20

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  lower  small square with case study #1, small square with case study #2, bottom  ensuring each placement is a prime placement.

STYLE	SIZE	COST PER ISSUE
Top Leaderboard	600x100	\$475
Small Square with Case Study (#1)	100x100	\$500
Small Square with Case Study (#2)	100x100	\$500
Lower Leaderboard	600x100	\$300
Bottom Leaderboard	600x100	\$200

All article and tip submissions and artwork must be submitted to [Michele Morgan, Executive Director](#) 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 1 , 20
2 nd Quarter	Monday, May , 20
3 rd Quarter	Monday, August 1 , 20
4 th Quarter	Monday, November , 20

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.



January 2018



From the Desk of NiUG's Executive Director

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec suscipit erat metus, sed euismod libero tempus a. Cras dolor tellus, convallis in ipsum eu, tincidunt hendrerit erat. Quisque blandit tempus ullamcorper. Sed sapien justo, dignissim sit amet porta nec, sagittis sed ipsum. Quisque vel ligula et ipsum aliquet hendrerit.

TOP LEADERBOARD
600 X 100

Case Study #1: Insert Title Here

In ut odio ac nunc imperdiet sodales. Etiam fermentum tortor ac nisl hendrerit iaculis. Aenean quis erat enim. Duis aliquet libero eros, sit amet gravida turpis sagittis in. Nulla cursus magna urna, at viverra nunc varius eget. Pellentesque imperdiet ligula sapien, at iaculis turpis vehicula at. Curabitur bibendum elementum est.

SMALL SQUARE
100 X 100

Case Study #2: Insert Title Here

In ut odio ac nunc imperdiet sodales. Etiam fermentum tortor ac nisl hendrerit iaculis. Aenean quis erat enim. Duis aliquet libero eros, sit amet gravida turpis sagittis in. Nulla cursus magna urna, at viverra nunc varius eget. Pellentesque imperdiet ligula sapien, at iaculis turpis vehicula at. Curabitur bibendum elementum est.

SMALL SQUARE
100 X 100

International News & Events

What's New with NiUG Asia Pacific

In ut odio ac nunc imperdiet sodales. Etiam fermentum tortor ac nisl hendrerit iaculis. Aenean quis erat enim. Duis aliquet libero eros, sit amet gravida turpis sagittis in.

What's New with NiUG Canada

In ut odio ac nunc imperdiet sodales. Etiam fermentum tortor ac nisl hendrerit iaculis. Aenean quis erat enim. Duis aliquet libero eros, sit amet gravida turpis sagittis in.

Tips, Tricks, & Trends

Tip: Pellentesque imperdiet ligula sapien

Tip: Pellentesque imperdiet ligula sapien

Tip: Pellentesque imperdiet ligula sapien

Tip: Pellentesque imperdiet ligula sapien

LOWER LEADERBOARD
600 X 100

Connect & Learn

2018 NiUG Greater Chicago Conference

April 4-6, 2018 | Event Details
 Hyatt Regency O'Hare | Rosemont, IL | USA

2018 NiUG Tech Summit

July 16-17, 2018 | Event Details
 Gaylord Opryland Resort & Convention Center | Nashville, TN | USA

2018 NiUG Discovery Conference

October 8-10, 2018
 Crystal Gateway Marriott | Arlington, VA | USA

[Click for more events](#)

Straight from the Listserve

In each issue of The NiUG Connection, we choose actual questions and answers pulled straight from the Listserve. Haven't signed up for the Listserve yet? [Click here](#) and join the discussion!

Pellentesque ut porta diam

Pellentesque ut porta diam

Pellentesque ut porta diam

Welcome to our Newest Members

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ut porta diam. Quisque quis eleifend nisi, id suscipit arcu. In lorem arcu, cursus eleifend odio at, sagittis euismod neque. Nunc malesuada mi diam, a imperdiet orci cursus sit amet. Suspendisse bibendum nisi a tortor dapibus luctus. Maecenas ac vehicula lorem. Proin in enim eu nulla fermentum egestas. Etiam nec arcu et orci facilisis molestie sed sit amet mauris.

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 Editors:

Michele Morgan mmorgan@niug.org or Delphia Crawford dcrawford@niug.org

Publication Dates: February 17, May 25, August 17, November 16

Copy Deadlines: February 10, May 11, August 10, November 9

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.

