

*Read and Trusted by  
Activities' Most Qualified  
Professionals*

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FALL 2011

# NCCAP



# NEWS

THE OFFICIAL NEWSLETTER OF THE NATIONAL CERTIFICATION COUNCIL FOR ACTIVITY PROFESSIONALS

## The Bucket List

Last winter we showed the movie "The Bucket List" starring Jack Nicholson and Morgan Freeman. A "bucket list" is a "wish list" of things to do before one "kick's the bucket". It's a great movie your elders will enjoy and a terrific "spark" to deep soul-searching on whether or not a person has completed everything they set out to accomplish on their life's journey.

As Activity Professionals we frequently hear our elders talk about their "bucket list" or we reminisce with them about the things they "always wanted to do but haven't" or "would like to do "that" just one more time." Do you help them to check one more thing off their list?

I recently had that opportunity with one of my elders. Here's our story:

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Mary Margaret, Chais, Rosemary, Jeanine and I at the 4 corners. We had a great time!  
July 28, 2011

The last thing on her "bucket list" was to go to the 4 corners - where New Mexico, Arizona, Colorado, and Utah meet. Her physical condition such that it's no longer possible...so with the help of her former suite-we re-created it here at Dooley Center. The look on her face says it all. I LOVE WHAT I DO!!!  
Laurie Kloepfer



I made it! 4 corners, USA!  
7/28/11

OFFICIAL  
NCCAP Media Kit  
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## NCCAP NEWS

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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 posted on [www.nccap.org](http://www.nccap.org) quarterly. The newsletter is also emailed directly to all the members, posted on Facebook, and highlighted in monthly newsblitzes. The newsletter is available 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.

**NCCAP** has no guarantee of customers/sales as a result of the posting/ad.

## 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** 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.

*Please visit our Web site at [www.nccap.org](http://www.nccap.org)*

**National Certification Council for Activity Professionals (NCCAP)**

P.O. Box 62589 • Virginia Beach, Virginia 23466 (757) 552-0653 • FAX (757) 552-0491

# Official NCCAP Media Kit | NCCAP NEWS

## Ad Rates

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

**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 NCCAP NEWS are FULL COLOR at NO EXTRA CHARGE.

## Ad Sizes and Dimensions

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



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

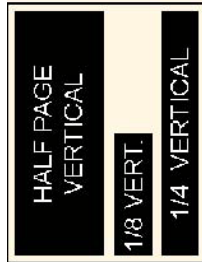
Half Page Vert.  
3.875" (w) X 10" (h)

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)



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

## MODULAR ADVERTISING

In keeping with the standard for modern professional publications, *NCCAP News* utilizes the concept of Modular Advertising to achieve it's 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*.

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