NBOA
BUSINESS LEADERSHIP FOR INDEPENDENT SCHOOLS

2027 AD DATES

For more information, visit the advertising page on NBOA.org.

Net Assets Print Magazine

Issue	Ad closing	Materials due
Spring	12/10	1/6
Summer	3/8	4/5
Fall	6/7	7/5
Winter	9/7	10/4

SPECS

Print full-page bleed
8.5" x 10.875" + 0.125 on all sides, 300 dpi

Print full-page non-bleed
7.5" x 9.875", 300 dpi

Print dual-page spread
17" x 10.875" + 0.125" uniform bleed

Print back cover
8.5" x 8" + uniform bleed

Print half-page
7.25" x 4.75", 300 dpi

Print dual-page spread
17" x 10.875" + 0.125" uniform bleed

Sponsored Content

Issue	Ad closing	Materials due
Spring	12/1	12/15
Summer	3/8	3/22
Fall	6/7	6/21
Winter	9/7	9/21

SPECS

- Headline
- Byline (optional)
- Content: 500 words or less
- 1-3 possible images, 300 dpi
- Logo file
- URL or QR code to learn more

Net Assets Online

Quarter	Materials due
Jan-Mar	Dec 14 (2026)
Apr-Jun	Mar 15
Jul-Sep	Jun 14
Oct-Dec	Sep 13

SPECS

300 x 250 pixels, 72 dpi

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Net Assets NOW e-Newsletter

Newsletter date	Materials due
Jan 5	Dec 15 (2026)
Jan 19	Jan 5
Feb 2	Jan 19
Feb 16	Feb 2
Mar 9	Feb 16
Mar 23	Mar 9
Apr 6	Mar 23
Apr 20	Apr 6
May 4	Apr 20
May 18	May 4
Jun 8	May 18
Jun 22	Jun 8
Jul 13	Jun 22
Jul 27	Jul 13
Aug 10	Jul 27
Aug 24	Aug 10
Sep 14	Aug 24
Sep 28	Sep 14
Oct 12	Sep 28
Oct 26	Oct 12
Nov 9	Oct 26
Nov 23	Nov 9
Dec 14	Nov 23

SPECS

Banner
468 x100 pixels, 72 dpi

Business partner showcase
Short title, content (50 words or less), link, logo (200 x 100 pixels, 72 DPI)

Net Assets Podcast

Episode	Materials due
Jan	12/1/26
Feb	12/15/26
Mar	1/25
Apr	2/22
May	3/22
Jun	4/19
Jul	5/17
Aug	6/21
Sept	7/19
Oct	8/16
Nov	9/20
Dec	10/18

SPECS

Script for 30-second midroll, no more than 100 words

Acknowledgement at beginning and end of episode will be standard language – no need to provide copy.