



# 2021 MEDIA KIT

Elevating Board  
Performance

Since 1977



# Advancing Exemplary Board Leadership

## MISSION

NACD elevates board performance by providing practical and actionable insights through world-class education, leading-edge research, and our ever-growing network of directors.

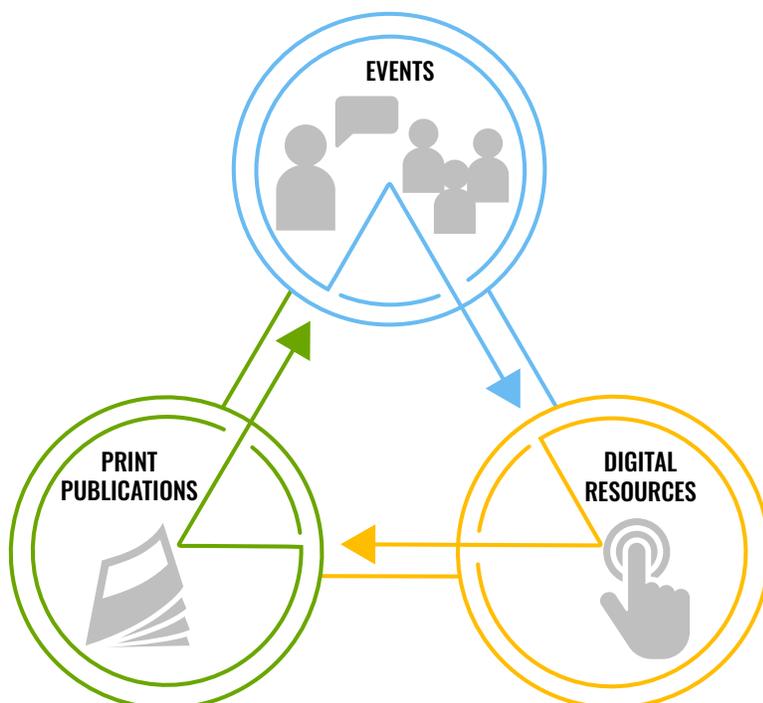
## VISION

NACD aspires to a world where corporate directors are recognized by all stakeholders as trusted stewards of long-term value creation.

## WHAT WE DO

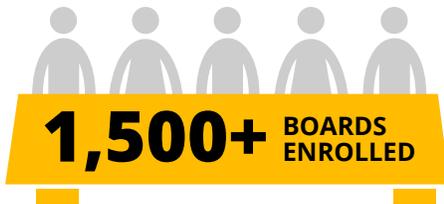
NACD empowers more than 21,000 directors to lead with confidence in the boardroom. As the recognized authority on boardroom practices, NACD helps boards strengthen their performance by ensuring that today's directors are well prepared for tomorrow's challenges.

This is accomplished through our innovative director education events, dynamic digital resources, and revelatory insights featured in the print publications produced by NACD's research and editorial team. Together, these assets provide a deep well of invaluable information about emerging trends before they impact boardrooms.



# Meet Our Members

## Boards Enrolled



## NACD Members

**21K+**  
ACTIVE  
DIRECTORS

NACD's membership comprises more than 21,000-plus directors from leading public, private, and nonprofit organizations, and 94 percent of the Fortune 1000. Our members represent the full spectrum of industries and services. Many are experienced board leaders. Some are transitioning from highly successful executive careers to a new role in the boardroom. They constitute a deeply accomplished and diverse community. Across their demographics, home countries, businesses, and industries, they are united in their commitment to elevating board performance.



**70%**

PUBLIC COMPANIES

**17%**

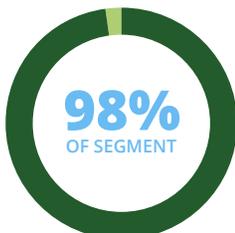
PRIVATE COMPANIES

**11%**

NONPROFIT ORGANIZATIONS

## NACD Members Include\*

### FORTUNE 50



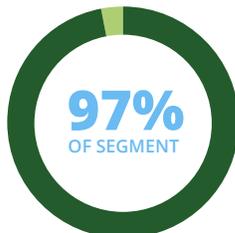
Number of companies: 49

### FORTUNE 100



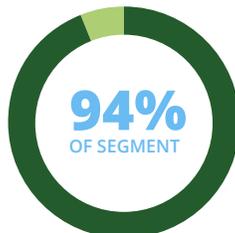
Number of companies: 98

### FORTUNE 500



Number of companies: 485

### FORTUNE 1000



Number of companies: 944

\*Fortune 1000 companies with NACD members serving on the board of directors as of November 2020.

# Events

## NACD SUMMIT

The NACD Summit is the largest and most significant director forum in the world, where the greatest minds in governance convene to take on the most important issues facing today's boardrooms and collectively discover the future of exemplary board leadership.

## NACD DIRECTORSHIP 100

Now in its 14th year, the NACD Directorship 100 recognizes leading corporate directors and governance professionals who have demonstrated excellence in the boardroom through integrity, confidence, informed judgment, and high performance standards. Honors include the B.K. West Lifetime Achievement Award and Directors of the Year for private, public, and nonprofit entities.

## NACD NXT™

NACD NXT is a multiyear initiative designed to help directors and boards understand how to leverage the power of diversity and inclusion to create long-term value and to prepare the next generation of board leaders through scholarship and education.

## CORE LEARNING OPPORTUNITIES

Core learning opportunities include Master Class and Director Professionalism® courses and topic-specific events. These events are held around the country in five-star locations. Each one attracts between 50 and 100 leading public company directors.

## LEADING MINDS SERIES

Leading Minds of Governance and Leading Minds of Compensation are uniquely interactive forums for proactive and inquisitive corporate directors. Participants will have the opportunity to question America's boardroom experts and top governance gurus, and the key takeaways will elevate the board performance of even the most seasoned directors.

## YEAR-LONG LEARNING PROGRAMS

Recognizing the need for directors to invest in continuous learning in a rapidly changing business environment, NACD offers year-long education programs on pressing board-level issues that demand new approaches and practices. This 12-month curriculum includes peer exchanges, interactive workshops, and director briefings.



# Digital Resources

## NACDONLINE.ORG

This is the destination for daily information affecting strategy, risk, and governance. This constantly updated knowledge base spans committee-specific leading practices; comment letters to rulemakers; research based on proprietary data, including NACD’s regular surveys of public, private, and nonprofit boards; director compensation reports; director education events; webcasts; and much more.

## NACD DIGITAL NEWSLETTERS

- *NACD Directors Daily*® is an exclusive NACD member benefit. This highly informative e-newsletter, delivered each business morning, summarizes and links to the most director-centric news stories and insights.
- *NACD Private Company Directorship* explores the boardroom implications of current issues. This newly launched biweekly e-newsletter is delivered to subscribers every other Sunday morning.

## NACD BOARDTALK

*NACD BoardTalk* is a leading forum where directors and subject-matter experts discuss emerging and continuing trends in the corporate governance space. This resource is free and viewable to all governance enthusiasts who visit the blog on NACDOnline.org, making it an ideal means to engage readers. Your message will be shared with our members via NACD’s social media channels as well as other digital platforms.

## WEBINARS AND DIGITAL EDUCATION

NACD’s virtual learning programs offer convenient and comprehensive education for current and aspiring boardroom leaders. NACD currently offers four complimentary webinar series designed to help directors stay abreast of emerging governance issues. In addition, NACD offers two online education programs for directors that enhance their knowledge of cybersecurity and governance best practices.



# NACD Insights

Partner on proprietary thought leadership, guidance, and practical tools ranging from governance primers to handbooks that inform board practices.

## BLUE RIBBON COMMISSION INITIATIVE

Every year, NACD convenes a Blue Ribbon Commission to make recommendations on an issue in need of guidance. Drawing on the perspectives of experienced board leaders, governance professionals, and stakeholders, each Commission proposes principles and practices intended to advance boardroom leadership on issues of the day, which culminates in a report. In the past 40 years, NACD Blue Ribbon Commissions have studied diversity and inclusion, building a strategic-asset board, cybersecurity, and atypical risks.

## ADVISORY COUNCILS

NACD brings committee chairs from Fortune 500 companies together with regulators, investors, and other stakeholders periodically through our four advisory councils—one each for chairs of audit, compensation, and nominating/governance committees, and a fourth focused on risk oversight. Insights from the four councils are published and shared with all NACD members.

## GOVERNANCE SURVEYS

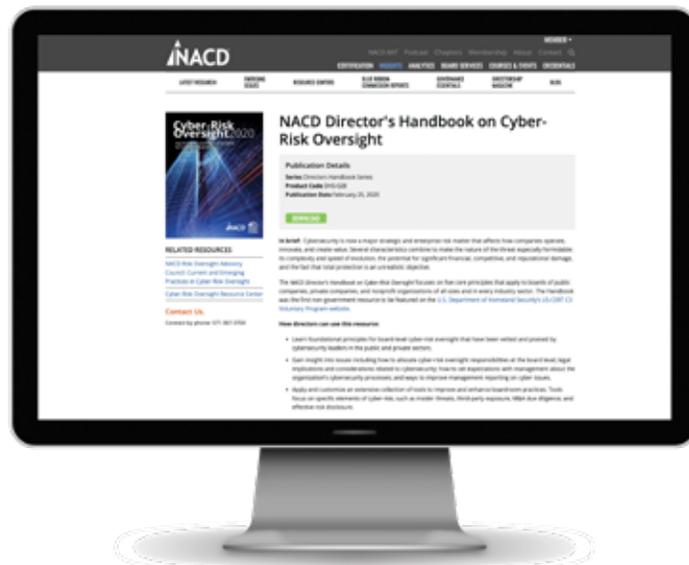
NACD conducts an annual survey of US public company and private company board members to explore and track current practices and opinions on cutting-edge governance topics. The findings are published in two separate reports that provide insights to members about how their practices compare to those of other boards.

## DIRECTOR'S HANDBOOK SERIES

NACD is continually building and updating an inventory of handbooks, guides, and toolkits on a variety of topics ranging from cybersecurity to navigating the first year of directorship.

## DIRECTOR ESSENTIALS

*Director Essentials* are foundational guides that offer a short overview of core information for board members on specific governance issues, including board responsibilities and structure, activist investors, regulations and standards, and board operations.



# NACD Directorship

The official magazine for NACD members delivers the most compelling analysis, analytics, expert insights, and stories.

## DEPARTMENTS

The regular roster of columns speaks to the many facets of the experience of being a director. Each issue features regular columns to advance the knowledge of directors whether they serve on nonprofit, private, or small-cap company boards. They include “The Director’s Chair,” an essay for directors by a director; “Entrepreneurial Governance,” which examines the issues specific to the small-cap sector; and the newly introduced “Private Company Directors.” These short-form articles deliver large-scale insights.

## FEATURES

Magazine features provide in-depth explorations of those topics at the forefront of today’s directors’ minds. Recurring themes include leadership, innovation, the impact of technology; talent management; and the social, business, geopolitical, and emerging risks most likely to impact boardrooms.

## BOARDROOM GUIDES

These feature-length editorial packages provide in-depth explorations of some of the thorniest issues facing directors today, be it understanding the business implications of blockchain, navigating the complicated world of stakeholder communications, or searching for leading wisdom on how to approach CEO succession and compensation.

## SPECIAL SUPPLEMENTS

The magazine is accompanied by at least three special supplements over the course of the year. Two editions of *Board Perspectives on Risk* are laser focused on the latest issues affecting risk oversight. In addition, *The Power of Difference*, an exclusively online editorial package, features directors and subject-matter experts who offer their perspectives on the ways in which sustainable business depends on diversity of thought and experience.



“

NACD Directorship magazine is the go-to resource for emerging issues and trends. It informs my thinking and what questions I should be asking in my boardrooms.

READER TESTIMONIAL

# 2021 Editorial Calendar

Issue Date	Issue Content	Content Due	Ad Close	Ad Materials Due	Mail Date	Digital Edition
JAN/FEB	<b>Profit and Purpose.</b> Where does a corporation's sense of purpose come from? How do stakeholder groups define purpose and can purpose exist without profit? This deep dive will go beyond the attention-grabbing debate of shareholder versus stakeholder primacy.	11.4.20	12.9.20	12.16.20	01.6.21	01.6.21
MAR/APR	<b>Human Capital Strategy.</b> The role of the board in its oversight of employment-related issues is being recast as workplace norms shift as a result of health and humanitarian crises. Plus: A look at how digital transformation helped some companies thrive during a crisis.	01.6.21	02.12.21	02.19.21	03.10.21	03.10.21
MAY/JUNE	<b>The Next Generation.</b> We examine how companies about to go public craft their boards—and what skills they most seek out in directors. Plus: An examination of the expertise that directors under age 40 are bringing into boardrooms.	03.10.21	04.9.21	04.16.21	05.05.21	05.05.21
JULY/AUG	<b>The Binge-worthy Issue.</b> NACD's top picks for what directors should watch, listen to, and read for both pleasure and to stay well informed.	05.05.21	06.11.21	06.23.21	07.08.21	07.07.21
SEPT/OCT	<b>The Summit Issue.</b> The hard truth about radical transparency and other myths of corporate culture. Plus: The latest on how ESG, digital transformation, and cybersecurity are reshaping the governance landscape.	07.08.21	07.15.21	08.6.21	08.13.21	09.01.21
	<i>The Power of Difference Supplement</i>	08.18.21	09.10.21	09.17.21	–	09.30.21
NOV/DEC	<b>The 2021 NACD Directorship 100.</b> The 15th edition of the NACD Directorship 100 highlights the most influential directors and governance professionals—including those who helped their companies survive and transition through the pandemic.	09.01.21	10.08.21	10.15.21	11.04.21	11.03.21

# Print Ad Specifications and Rates

## MECHANICAL REQUIREMENTS

**PRINTING** Web Offset

**BINDING** Perfect Bound

**FINAL TRIM SIZE** Width 9" x Height 10 7/8"  
Live Area 8 5/8" x 10 1/2" (3/8" from trim)

## SUBMISSION INFORMATION

Files must be high-resolution PDFs. Please include all images at 300 ppi or higher. Convert all PMS colors to their CMYK equivalents—no RGB or spot colors.

Submit ads and questions via email to Emily Sennett at [esennett@NACDOnline.org](mailto:esennett@NACDOnline.org)

Ad Size	Trim	Non-Bleed	Bleed
<b>2-Page Spread</b>	18" x 10 7/8"	17 1/2" x 10 3/8"	18 1/2" x 11 1/8"
<b>Single Page</b>	9" x 10 7/8"	8 1/2" x 10 3/8"	9 1/4" x 11 1/8"
<b>2/3 Page</b> (vertical)	6" x 10 7/8"	4 7/8" x 10 3/8"	5 13/16" x 11 1/8"
<b>1/2 Page</b> (vertical)	4 1/2" x 10 7/8"	4" x 10 3/8"	4 5/8" x 11 1/8"
<b>1/2 Page</b> (horizontal)	9" x 5 7/16"	8 1/2" x 5 1/8"	9 1/4" x 5 5/8"
<b>1/3 Page</b> (vertical)	3" x 10 7/8"	2 3/8" x 10 3/8"	3 3/16" x 11 1/8"

**The Power of Difference** online supplement

<b>Single page</b>	8 1/2" x 11"	8x10 1/2"	8 3/4" x 11 1/4"
--------------------	--------------	-----------	------------------

## SUPPLEMENTS

For pricing and details, contact Lindsey Baker at 571-367-3696 or [lbaker@NACDOnline.org](mailto:lbaker@NACDOnline.org)

**DIMENSIONS** Standard sizes up to 9" x 10 7/8"

**PAPER WEIGHTS** Up to 70 lb. Heavier pieces or nonstandard sizes will be priced individually.

## 4-COLOR RATES

	1X	4X	6X	12X
<b>Full Page</b>	\$13,900	\$11,740	\$11,450	\$10,340
<b>2/3 Page</b>	\$11,040	\$9,340	\$8,530	\$8,000
<b>1/2 Page</b>	\$9,120	\$7,830	\$7,300	\$6,950
<b>1/3 Page</b>	\$6,950	\$5,840	\$5,560	\$5,200

*Please Note:* Publisher reserves the right to change rates at any time.

Circulation rate base: 20,000.

# Digital Ad Specifications

## ADVERTISEMENTS IN THE DIGITAL EDITION

We will insert your supplied print-based PDF in our digital edition. However, the digital edition has new technology that will improve the readability of your ad if you choose to submit your ad in a different format. All graphics are subject to preapproval by NACD editorial staff.

Space	Specifications	
<b>VIDEO</b>	<b>Length/Style</b>	
Bring life to your advertisement with the insertion of rich media. Each video will be click-to-play.	<ul style="list-style-type: none"> <li>● The video may not be more than three minutes long.</li> <li>● Videos should be at least 500 pixels wide.</li> </ul>	
	<b>File Format</b>	
	<ul style="list-style-type: none"> <li>● .mov is the preferred file format for video files and H.264 is the preferred video codec. The following formats can also be accommodated: .flv, .avi, Windows Media Player, Real Video.</li> <li>● YouTube videos are permitted for streaming. Please provide the URL found within the YouTube “Share” feature, under the “Embed” tab. This URL should include the word “embed” as in this example: <a href="https://www.youtube.com/embed/AORsw8NpN4E">https://www.youtube.com/embed/AORsw8NpN4E</a></li> </ul>	
<b>POP-UP</b>	<b>Bottom Banner</b>	<b>Small Ad</b>
Your sponsored message will appear within the column of your director advisory or content contribution. Pop-ups are limited to one link.	<ul style="list-style-type: none"> <li>● 728 x 90 image (IAB Leaderboard)</li> <li>● JPG or PNG format</li> <li>● Please provide link for the ad if desired, and not displayed on the ad itself</li> </ul>	<ul style="list-style-type: none"> <li>● 300 x 250 image (IAB Medium Rectangle)</li> <li>● JPG or PNG format</li> <li>● Please provide link for the ad if desired, and not displayed on the ad itself</li> </ul>
<b>CALL TO ACTION</b>	<b>Top Banner</b>	<b>Bottom Banner</b>
A call-to-action icon is added to the top or bottom of a stand-alone advertisement page. When clicked, this can lead to more content or a form to collect lead information. Launch a URL, larger image, video, or slide show.	<ul style="list-style-type: none"> <li>● Message, up to 32 characters (example: “Learn more.”)</li> <li>● Please provide URL</li> </ul>	<ul style="list-style-type: none"> <li>● Either message, up to 32 characters, or image, 800 pixels or fewer for width and height</li> <li>● JPG or PNG format</li> <li>● Please provide link for the ad if desired, and not displayed on the ad itself</li> </ul>

# Partnership Contacts



**CHRISTOPHER Y. CLARK**  
PUBLISHER, *NACD DIRECTORSHIP*  
SENIOR DIRECTOR  
PARTNER RELATIONS  
New York, NY  
571-367-3695  
[cclark@NACDOnline.org](mailto:cclark@NACDOnline.org)



**LINDSEY BAKER**  
ASSOCIATE DIRECTOR  
PARTNER RELATIONS  
Arlington, VA  
571-367-3696  
[lbaker@NACDOnline.org](mailto:lbaker@NACDOnline.org)



**EMILY SENNETT**  
PARTNER RELATIONS ASSOCIATE  
Arlington, VA  
571-367-3694  
[esennett@NACDOnline.org](mailto:esennett@NACDOnline.org)

**NACD CORPORATE OFFICE**  
1515 N. Courthouse Road Suite 1200  
Arlington, VA 22201  
571-367-3700