

# Board Opportunities Network

## Reach a highly qualified director audience.

NACD will advertise your board's open role(s) to a vast network of experienced corporate board directors, influential decision-makers, and accomplished business leaders. Your board position will be promoted over a **30-day time frame** across key NACD member channels, publications, NACD Chapter Network connections, and via a selection of NACD affinity partner organizations—**garnering an estimated 100,000+ impressions**.

**Specifications:** All placements will run as a **text-only** listing that includes a headline, a brief description of the board role (roughly 50 words or less), and a hyperlink to a landing page that contains the full specifications for the role and a way to apply. [View all client commitments.](#)

### Attract top talent via high-exposure advertising:

NACD Directors Daily®	24,000 subscribers	4 placements
NACD Private Company Directorship Bi-Monthly Newsletter	75,000 subscribers	2 placements
NACD Monthly Membership Newsletter	24,000 subscribers	1 placement
NACD Chapter Board Member Newsletter	400 NACD Chapter Board Members and staff	1 placement
NACD Affinity Partners	Audience reach will vary based on board role qualifications	1 placement

### Complimentary for NACD Corporate Board Members

# Capture top board candidates.

Learn more about the variety of promotional channels, publications, and audience exposure included in this exclusive opportunity.

## NACD DIRECTORS DAILY®

- ▶ *NACD Directors Daily*—an exclusive NACD member benefit—is a daily bulletin that keeps corporate directors up to date with the most relevant news developments relating to corporate governance, finance, regulatory and legal policy, ESG, strategy, risk, and more.
- ▶ This highly informative e-newsletter, delivered early each business morning, summarizes and links to the most director-centric news stories and insights.
- ▶ **Circulation:** More than 24,000 corporate directors who serve on public and private boards, including 2,000+ NACD Certified Directors

## NACD PRIVATE COMPANY DIRECTORSHIP

- ▶ The *Private Company Directorship* is a popular biweekly e-newsletter that aims to educate readers on topics of interest to private company executives and their boards.
- ▶ The *Private Company Directorship* e-newsletter focuses on issues that are important to private company board directors including technology, audit and finance, the C-suite, law, policy, and the economy.
- ▶ The newsletter is published every other Sunday (distributed via email).
- ▶ **Circulation:** More than 75,000 private company executives and board directors

## NACD MONTHLY MEMBER NEWSLETTER

- ▶ The *NACD Monthly* membership newsletter highlights timely thought leadership, NACD publications, ongoing initiatives, and educational programs aiming to keep members informed and connected.
- ▶ The newsletter is published once monthly (distributed via email).
- ▶ **Circulation:** More than 24,000 corporate directors who serve on public and private boards, including 2,000+ NACD Certified Directors

## NACD CHAPTER BOARD MEMBER NEWSLETTER

- ▶ The NACD Chapter Network comprises 22 individual chapters spanning 35 cities nationwide, led by several hundred board members. The *NACD Chapter Board Member* newsletter updates those directors across the country on key NACD initiatives, programs, and developments.
- ▶ **Circulation:** More than 400 Chapter Board Members and staff

## NACD AFFINITY PARTNERS

- ▶ NACD Affinity Partners consist of a consortium of trusted partner organizations that serve populations underrepresented in the boardroom.
- ▶ **Circulation:** Audience reach will vary based on specific board role qualifications

# Client Commitments



- ▶ Provide NACD with a brief (no more than 50 words) description of the role to be used in the promotional placements.
- ▶ Provide NACD with board role information, including clear and precise role specifications, expectations, and preferences.
- ▶ Create a landing page on your company's website—or similar vehicle—that contains the full specifications for the role. This page must also include a contact person or email inbox at your organization that will collect all inquiries received from NACD-generated candidates.
- ▶ Your board or company will extend its formal acknowledgment to candidates through an outreach confirming receipt of inquiry or submission of résumé.

*"We were pleased to leverage NACD's strong network to find stellar candidates for our board."*

William Angrick, Chair and CEO,  
Liquidity Services Inc.

