

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.

- ▶ **Learn more about NACD Board Opportunities Network at nacdonline.org/boardopportunities**



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