

NABE News Advertising

NABE News is published bi-monthly.

Publication Schedule

Publication dates are:

Issue 1: Sept./Oct. Issue 3: Jan./Feb. Issue 5: May/June
 Issue 2: Nov./Dec. Issue 4: March/April Issue 6: July/August

All advertising material must be received in the NABE office on the 15th of the month prior to the issue date. For example, for the Sept./Oct. issue, ad materials are due by August 15.

Advertising Rates

Full Page B&W	(layout A)	\$850
2/3-Page B&W	(layout B)	\$700
1/2-Page B&W	(layout C).....	\$550
1/3-Page B&W	(layout D or E).....	\$425
1/4-Page B&W	(layout F)	\$375
Full Page Color Ad*	(layout G: Inside Covers Only)	\$2,000

*Please call for availability of color ad space

DISCOUNTS! Save with multiple insertions!

2-3 insertions:	10% off cost of order
4-5 insertions:	15% off cost of order
6 insertions:	20% off cost of order

Artwork Specifications

Ads are black & white/grayscale only; 4-color ad space is available on a first-come, first-served basis (please call to inquire about availability).

Artwork Submission Options

Proof(s) printed @ 100% are REQUIRED with artwork submission. Call for email submission options, or save to and mail a CD-R with your hard copy.

Option 1: PDF file (preferred)

Files must be created at 100% and include crop marks with .125" bleed on all sides if applicable. Files must be optimized for printing, with images saved to 300 dpi and all fonts embedded. **Grayscale ads MUST NOT contain any color elements.**

Option 2: Adobe InDesign CS3/5.0+

Ads should be supplied in native Adobe InDesign (5.0+) files for Mac (preferred) or PC with all linked graphics and fonts.

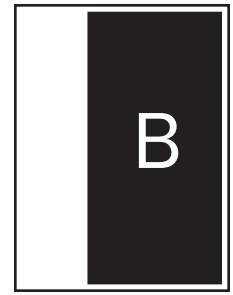
Camera-Ready artwork

Camera-ready artwork is no longer accepted. All advertising materials must be supplied in one of the above digital formats. If you require assistance with your artwork, NABE can typeset your ad for an additional fee. Please call NABE for assistance.

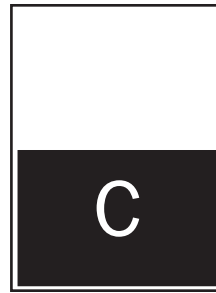
PLEASE NOTE: Artwork and disks will not be returned. Files not submitted to specifications and/or requiring troubleshooting will incur alterations fees billed at \$50 per hour.



Full page B&W
7.5" x 10"



2/3 page B&W
4.875" x 10"



1/2 page B&W
7.5" x 4.75"



1/3 page B&W
2.25" x 10" or
4.875" x 4.875"



1/4 page B&W
3.5" x 4.75"



Full Page Color
No Bleed: 7.5" x 10"
(like "A") or

Bleed: 8.625" x 11.125"
(trims to 8.375" x 10.875")
Live content 1/4" from trim

For more information, contact

NABE News Advertising

Phone: (202) 898-1829

Fax: (202) 789-2866

E-mail to: nabenews@nabe.org

NABE reserves the right to reject any advertisements that it deems inappropriate and/or inconsistent with the goals of the Association.

