

# NABJ AD RATE



## Classified Advertisements

\$7.50 per line – 5 line minimum (approx. 50-55)

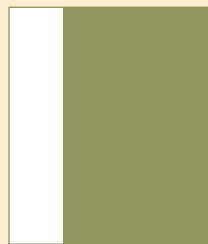
## Classified Display Advertisements

\$90 per column inch (one column inch is 2" x 1" tall)

## Display Advertisements



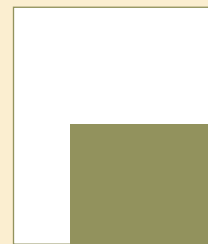
7.50" x 10"



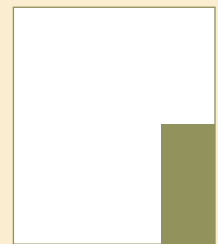
5.50" x 10"



7.50" x 5"



5.50" x 5"



2.40" x 5"

Page Size	Frequency	Rates B/W	2-color	4-color
Full Page	1x	1500	2000	2500
	2x	1200	1600	2000
	3x	1125	1500	1875
	4x	1050	1400	1750
2/3 Page	1x	1200	1750	2300
	2x	960	1400	1840
	3x	900	1312	1725
	4x	840	1225	1610
1/2 Page	1x	930	1500	2050
	2x	744	1200	1640
	3x	697	1125	1537
	4x	651	1050	1435
1/3 Page	1x	610	1150	1750
	2x	488	920	1400
	3x	457	862	1312
	4x	427	805	1225
1/6 Page	1x	350	920	1490
	2x	280	736	1192
	3x	262	690	1117
	4x	245	644	1043

## Position charges:

Cover 4:	+25%
Cover 3:	+15%
Cover 2:	+20%
Center Spread:	+10%

## 2007 Ad Deadlines

The following are deadlines to submit your characters and/or spaces per line) advertising order and ad copy/art:

Issue	Space Reserve	Artwork Due
March	February 10	February 17
June	May 12	May 19
September	August 11	August 18
December	November 10	November 17

## Ad Format

Please send your ad, sized to the exact dimensions outlined, in any of the following formats: **Digital:** Save onto a CD-R or Zip disk as a PDF. (Fonts and images must be embedded in file.)\*

**Camera-ready art/mechanicals:** Negatives (right ready down, minimum of 133 line screen). Please provide proof, overlays, 1/4" gutter and separation for all color artwork. All photographs must be cropped and keyed to stated mechanicals.

(\* Do NOT include images that are 72 dpi — this is a screen capture. Note: When scanning images for magazine/journal — scan images at 300 dpi (minimum) to 600 dpi (maximum).

NABJ cannot assume responsibility for ads **NOT** conforming to specific mechanical requirements, and reserves the right to make adjustments to ads (on an as-needed basis). ALL ads become the property of NABJ.

## Payment Policy

NABJ will invoice you after your advertisement's publication, including with the invoice a tear sheet. Late payment is subject to a 5 percent surcharge. Ads are to be paid with check, American Express, MasterCard, or Visa.