

advertising rates (GROSS)

4-COLOR ADS

	1x	Preshow 1x	Show 1x	3x	6x	12x
Full page	\$5,565	\$6,120	\$6,680	\$5,250	\$4,935	\$4,620
$\frac{2}{3}$ page	\$4,460	\$4,900	\$5,355	\$4,200	\$3,885	\$3,675
$\frac{1}{2}$ page	\$4,200	\$4,620	\$5,040	\$3,885	\$3,675	\$3,465
$\frac{1}{3}$ page	\$3,255	\$3,580	\$3,905	\$3,045	\$2,835	\$2,625
$\frac{1}{4}$ page	\$2,570	\$2,830	\$3,085	\$2,415	\$2,260	\$2,100

SPREADS

	1x	Preshow 1x	Show 1x	3x	6x	12x
2 page, 4-color	\$10,025	\$11,030	\$12,035	\$9,450	\$8,925	\$8,400
$\frac{1}{2}$ page, 4-color	\$5,565	\$6,120	\$6,680	\$5,250	\$4,935	\$4,620

PREMIUM POSITIONS

	1x	Preshow 1x	Show 1x	3x	6x	12x
Inside front	\$7,770	\$8,550	\$9,325	\$7,245	\$6,670	\$6,145
Inside back	\$7,770	\$8,550	\$9,325	\$7,245	\$6,670	\$6,145
Back	\$8,295	\$9,125	\$9,950	\$7,770	\$7,245	\$6,670



DELIVERY OF MATERIALS

Please send all materials by mail to:
 Rose Johnson, Digital & Print
 Production Manager
 NACS
 1600 Duke Street
 Alexandria, VA 22314
(703) 518-4218
production@nacsonline.com

SPECIFICATIONS

Please submit files on CD-ROM according to preferred file formats (visit www.nacsmagazine.com/specs). A color contract proof at 100% of ad size is required, to match the exact color and size of the ad. Electronic files are accepted if sent by e-mail and under 5 megabytes. Contact NACS for FTP instructions if needed.

ad dimensions

Size	Live (Non-Bleed)	Trim	Bleed
Full-Page	7 $\frac{3}{4}$ " x 10 $\frac{3}{8}$ "	8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "	8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ "
Spread	15 $\frac{1}{2}$ " x 10 $\frac{3}{8}$ "	16 $\frac{1}{2}$ " x 10 $\frac{7}{8}$ "	17" x 11 $\frac{1}{8}$ "
$\frac{2}{3}$ Vertical	4 $\frac{5}{8}$ " x 10"		
$\frac{1}{2}$ Horizontal	7 $\frac{1}{6}$ " x 4 $\frac{3}{8}$ "		
$\frac{1}{2}$ Island	4 $\frac{5}{8}$ " x 7 $\frac{1}{4}$ "		
$\frac{1}{2}$ Vertical	3 $\frac{7}{16}$ " x 10"		
$\frac{1}{2}$ Spread	15 $\frac{1}{2}$ " x 5 $\frac{1}{4}$ "	16 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ "	17" x 5 $\frac{5}{8}$ "
$\frac{1}{3}$ Square	4 $\frac{5}{8}$ " x 4 $\frac{7}{8}$ "		
$\frac{1}{3}$ Vertical	2 $\frac{1}{4}$ " x 10"		
$\frac{1}{4}$ Vertical	3 $\frac{7}{16}$ " x 4 $\frac{13}{16}$ "		

Live matter must be at least $\frac{1}{4}$ " from trim.

BINDING: Perfect Bound

