

## DIGITAL EDITION FEATURES

- **Advertiser View:** A thumbnail page of all advertisers listed alphabetically
- Fully viewed on a mobile device
- Print, share, and download articles
- Clickable links

## PUBLICATION DATE

## AD CLOSE

## MATERIALS DUE

<input type="checkbox"/> <b>Fall 2023</b>	October 2, 2023	October 9, 2023
<input type="checkbox"/> <b>Winter 2024</b>	January 2, 2024	January 9, 2024
<input type="checkbox"/> <b>Spring 2024</b>	April 1, 2024	April 8, 2024
<input type="checkbox"/> <b>Summer 2024</b>	July 2, 2024	July 9, 2024

## PRICING

### MEMBER

Ad Space	1 Time	2 or 3 Times	4 Times
Full Page	<input type="checkbox"/> \$675	<input type="checkbox"/> \$600	<input type="checkbox"/> \$500
Half Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$325	<input type="checkbox"/> \$225
<b>Special Positions</b>			
Inside Front Cover	<input type="checkbox"/> \$975	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800
Page 1	<input type="checkbox"/> \$975	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800
Back Cover in Print Edition/ Opposite Front Cover in Digital Edition	<input type="checkbox"/> \$850	<input type="checkbox"/> \$775	<input type="checkbox"/> \$675
Video Upgrade	<input type="checkbox"/> \$350		

### NONMEMBER

Ad Space	1 Time	2 or 3 Times	4 Times
Full Page	<input type="checkbox"/> \$875	<input type="checkbox"/> \$825	<input type="checkbox"/> \$750
Half Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$550	<input type="checkbox"/> \$475
<b>Special Positions</b>			
Inside Front Cover	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$1,050
Page 1	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$1,050
Back Cover in Print Edition/ Opposite Front Cover in Digital Edition	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$925
Video Upgrade	<input type="checkbox"/> \$350		

# NACE Journal Space Reservation



## ADVERTISER

Name \_\_\_\_\_  
Title \_\_\_\_\_ Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Business Phone \_\_\_\_\_ Email \_\_\_\_\_

## AGENCY (IF APPLICABLE)

Name \_\_\_\_\_  
Title \_\_\_\_\_ Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Business Phone \_\_\_\_\_ Email \_\_\_\_\_

## AUTHORIZATION SIGNATURE

**Employer** \_\_\_\_\_ **Date** \_\_\_\_\_

*The signatures above warrant that they are fully authorized to sign this Agreement on behalf of themselves, if they are signing in their individual capacity, or on behalf of the entity that they represent, if they are signing on behalf of an entity.*

## PAYMENT

Please contact NACE Accounting at 610.625.1034 to pay by credit card. Normal business hours are Monday through Friday from 8 a.m. to 4 p.m. ET.

## RETURN FORM TO KATRINA SCHREEFER

businessdevelopment@naceweb.org | 610.625.1020

### TERMS AND CONDITIONS

1. Advertisements are due by materials due date.
2. Acceptance of an advertisement is at NACE's discretion. NACE has the right to refuse any advertisement. Acceptance of an advertisement does not imply and may not be construed to constitute endorsement on the part of NACE.
3. The advertiser agrees to pay for all listings in accordance with this contract. Payment is due with space reservation form. (Credit card will not be billed until NACE has accepted the reservation.)
4. Cancellations: Cancellations will be accepted up to the materials due date provided that the cancellation request is in writing. If cancellation is made after that, the advertiser or authorized agent will be liable for the payment of the full billing amount.

## AD SPECS

**Process:** Digital and Print

**Binding Method:** Saddle-Stitch

**Line Screen:** 133 dpi

**Color Available:** 4-Color Process

*Sizes are listed below as width x depth*

### Full Page AD

**Trim:** 8 1/8" x 10 7/8"

**Bleed:** 8 3/8" x 11 1/8"

*Minimum of 1/8" bleed on all sides*

**Non Bleed:** 7" x 9 1/2"

### Fractional Ad

**1/2 Page Horizontal:** 6 3/4" x 4 1/4"

- PDF – Write PDF file using press optimized job options. Embed all fonts and high resolution images. Multiple Master fonts are unacceptable.
- The best presets for exporting to PDF are STANDARD: PDF/X-1a:2001 or COMPATIBILITY: Acrobat 4 (PDF1.3)
- Image resolution should be 300 dpi. Enlarging images over 100% will result in a lower than 300 dpi file and will affect overall quality.
- Color files must be CMYK format with no RGB, LAB, or Index color elements.
- DON'T embed ICC profiles.
- All bleeds must be included in file for full-page bleed ads.
- Include links for any vanity URLs in your print ad. You may include Google Analytics tracking codes.

## VIDEO SPECS

**Format:** MP4, F4V or FLV

**Bitrate:** The recommended bitrate is between 300kb/s and 700kb/

**File Size:** The maximum file size for a video is 100MB

**Duration:** Videos must have a duration of 1 second or more

**Audio Codec:** The only supported audio codec for FLV files is MP3

**Video Codec:** MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio

- Video plays when reader clicks on embedded box within digital ad, or can be set up as autoplay.
- Two high-resolution PDFs of ad must be sent. One of the PDFs must include a box that shows the placement of the video with Watch Now or arrow, and the other PDF is the ad without a box.

## SEND MATERIALS TO

**Laura Czuba**, Production Manager

production@naceweb.org, 610.625.1042