

2008 Conferences

2008 March on Washington and Legal Symposium April 6-9, 2008

Final Program:

Deadline: February 15, 2008
Artwork: February 21, 2008
Circulation: 500
Trim Size: 8.125" x 10.875"

Ad Dimensions

<u>Size</u>	<u>inch</u>	<u>pica</u>
Full Page (full bleed) trim area	8.375 x 11.125 8.125 x 10.875	50p3 x 66p9 48p9 x 65p3
Full Page (no bleed)	7.125 x 9.875	42p9 x 59p3
1/2 Page Horizontal	7.125 x 4.875	42p9 x 29p3
1/4 Page Vertical	3.5 x 4.875	21p0 x 29p3

Note: All live matter (type, logos, etc.) must be kept 1/4" inside trim lines.

2008 Rates (member / non-member)

<u>Size</u>	<u>Member</u>	<u>Non-Member</u>
Cover 4*	1,995	2,405
Full	1,320	1,782
Half	979	1,322
1/4 page	483	652

*Includes Color, call advertising director for availability.

Four-color process add:

- Full Page: \$500
- 1/2 Page: \$275
- 1/4 Page: \$175

Prices: member prices are more affordable than non-member prices. If you are not a member of NAHC please call for more information.

Material Requirements

Acceptable Formats: InDesign for Mac with all links included; EPS with fonts either included or outlined; TIFF or EPS with fonts outlined; print quality/high resolution PDF with all fonts and images embedded.

Fonts: Include all screen and printer fonts used in the file unless the file format allows for embedding or outlining.

Scans: TIFF or EPS file format in three or four color mode. No JPEG format. Resolution must be a minimum of 300dpi at 100%.

Dummies: Send a laser print with file.

Delivery: Submit files on CD or via email (less than 10M)

Inserts: Contact Advertising Manager Faxes, photocopies, and other low-quality originals will not be accepted as camera-ready artwork.

Specifications

Trim Size: 8.125" x 10.875"

Printing Method: WEB, full-run

Binding Method: Saddle-stitched

Color: CMYK

Payment Terms: Terms are net 30 days. Delinquent balances are subject to 18% annual finance charges (1.5% per month). Advertising agency commissions will be void if payment is not received in accordance with payment terms. NAHC reserves the right to hold the advertiser and/or agency jointly and separately liable for delinquent balances due on services provided by NAHC.