



RATE CARD – PRINT ADVERTISING

Print Advertising

Print Sizes (Four Color)	1x	3x	7x	14x
Spread	\$9,585	\$9,375	\$9,040	\$8,895
Full Page	\$6,350	\$6,090	\$5,990	\$5,905
2/3 Page	\$5,700	\$5,490	\$5,225	\$5,105
1/2 Page (Island)	\$5,450	\$5,285	\$4,800	\$4,680
1/2 Page (Horizontal or vertical)	\$4,785	\$4,770	\$4,545	\$4,485
1/3 Page (Square or Vertical)	\$4,300	\$4,135	\$3,950	\$3,920
1/4 Page	\$3,875	\$3,605	\$3,440	\$3,415
1/6 Page	\$3,300	\$3,245	\$3,140	\$3,095

Print Insert	1 Side	2 Sides	4 Sides	8 Sides	12 Sides
	\$3,895	\$4,925	\$7,895	\$11,340	\$14,545

Additional Print Opportunities

False Cover, Belly Band, French Door (split) Cover, Blown-in Postcard

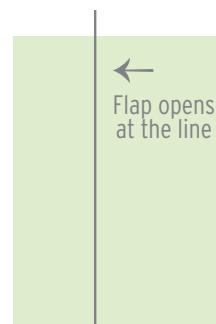
Print Call for pricing

Trade Show Guide Advertising

Full Page NWFA Expo Exhibitor Showcase \$925

Sponsored Content

Print Call for pricing



False Cover



Questions? Call 800.422.4556 or email libby.johnston@nwfa.org

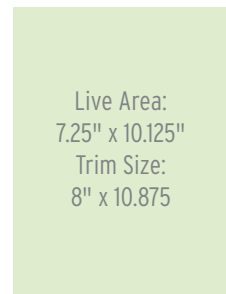


PRINT AD SPECIFICATIONS

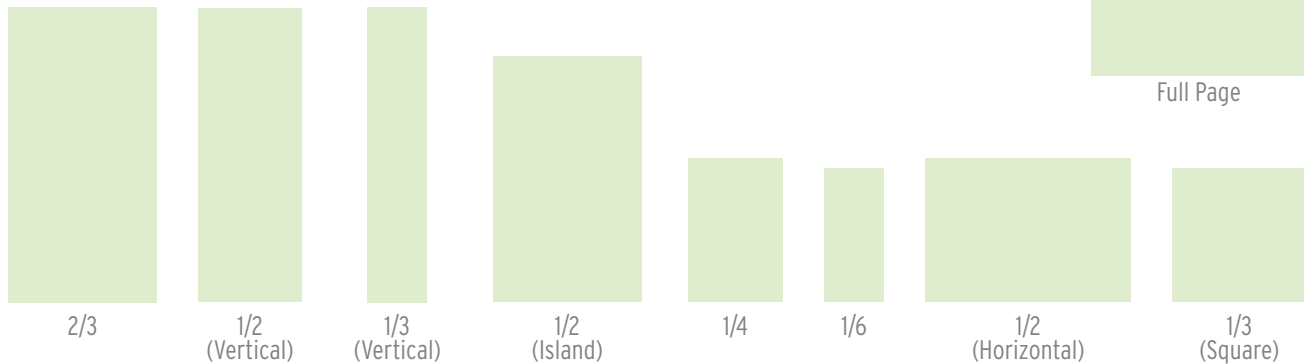
AD SIZE	WIDTH	HEIGHT
Spread*	16.25"	11.125"
Full Page*	8.25"	11.125"
2/3 Page	4.5"	10"
1/2 Page (Island)	4.5"	7.5"
1/2 Page (Horizontal)	7"	4.875"
1/2 Page (Vertical)	3.375"	10"
1/3 Page (Vertical)	2.1875"	10"
1/3 Page (Square)	4.5"	4.875"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"



Spread



Full Page



Production Requirements

*Live area: Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. Live area must be 0.375" in from trim on all sides (for full page and spread bleed ads only). Electronic files: Supplied PDF files (CMYK & High Quality Print) are preferred with all high-resolution image data embedded within the file. All fonts must be converted to outlines or paths. Ad files may also be furnished in native application file format where the following programs have been used: Adobe Photoshop, Illustrator, or InDesign. All application files must be accompanied by copies of all linked images and fonts used. All image files used must be in .TIF, .JPG or .EPS format. All files should have an effective resolution of 300 dpi at reproduction size.

Email ad materials to katie.schenk@nwfa.org.

RATE CARD – DIGITAL ADVERTISING

Digital Advertising

Banner Ad	1 Year	6 Months
Welcome	\$10,000	\$6,000
Skyscraper	\$5,000	\$3,000
Block	\$2,500	\$1,500

E-News Sponsorship	1x	3x	7x	14x
E-news Leaderboard	\$825	\$710	\$600	\$525
E-news Block	\$715	\$620	\$520	\$450

Custom E-mail

One mailing \$1,750

Additional Digital Opportunities

Sponsored Video

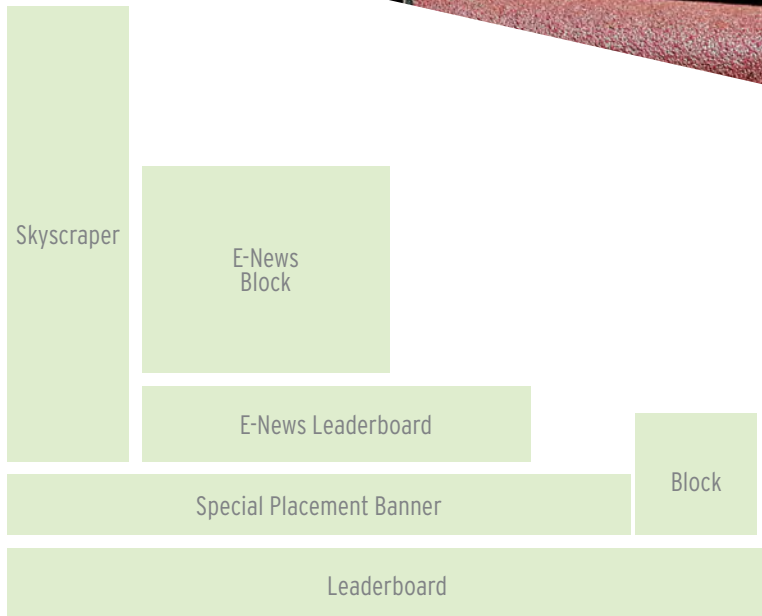
One Video \$1,500

Sponsored Content

Digital Call for pricing



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DIGITAL AD SPECIFICATIONS

Banner Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Welcome Ad	640 x 480	Up to 100 KB	Animated .gif, .gif, .png, .jpg, html5
Leaderboard	970 x 90	Up to 80 KB	Animated .gif, .gif, .png, .jpg, html5
Skyscraper	160 x 600	Up to 80 KB	Animated .gif, .gif, .png, .jpg, .html5
Block	160 x 160	Up to 80 KB	.jpg, .png, or non-animated .gif
Special Placement Banner	728 x 90	Up to 80 KB	.gif, .jpg, .png
E-News Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Leaderboard	500 x 100	Up to 30 KB	.jpg, or non-animated .gif
Block	336 x 280	Up to 30 KB	.jpg, or non-animated .gif

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