



RATE CARD – PRINT ADVERTISING

Print Advertising

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

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

Additional Print Opportunities

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

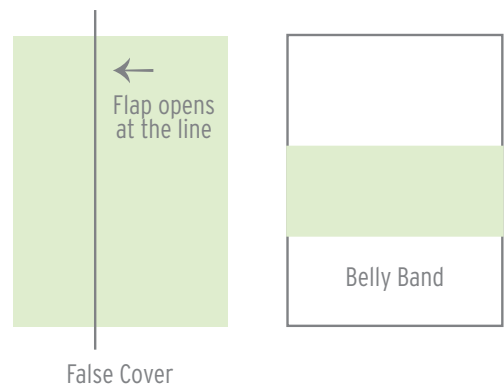
Print Call for pricing

Trade Show Guide Advertising

Full Page NWFA Expo Exhibitor Showcase \$925

Sponsored Content

Print Advertorial	1 Page	\$4500
	2 Pages	\$9000



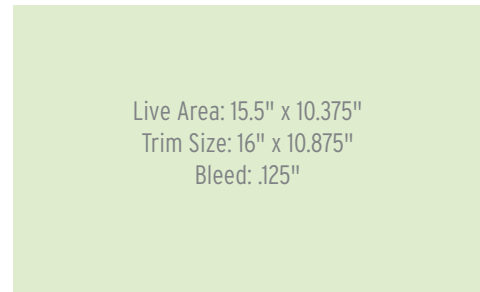
*Call for black and white advertising rates.

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

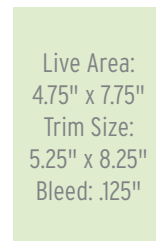


PRINT AD SPECIFICATIONS

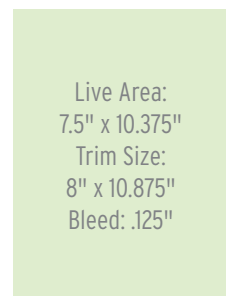
AD SIZE	WIDTH	HEIGHT
Spread*	16"	10.875"
Full Page*	8"	10.875"
2/3 Page	4.5"	10"
1/2 Page (Island)	4.5"	7.5"
1/2 Page (Horizontal)	7"	4.875"
1/2 Page (Vertical)	3.375"	10"
1/3 Page (Vertical)	2.1875"	10"
1/3 Page (Square)	4.5"	4.875"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"
Expo Exhibitor Showcase	5.25"	8.25"



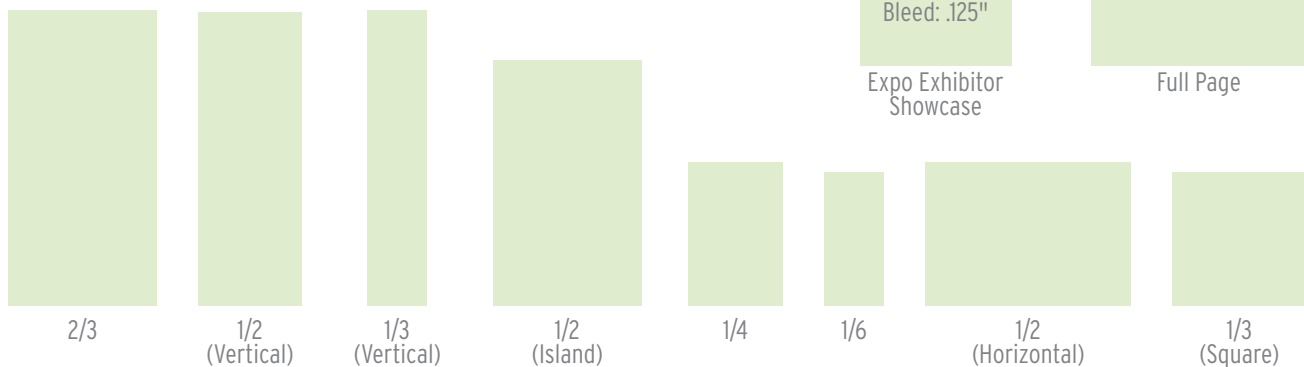
Spread



Expo Exhibitor Showcase



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 0.5" 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

Website Ads	1 Year	6 Months
Welcome	\$10,000	\$6,000
Skyscraper	\$5,000	\$3,000
Block	\$2,500	\$1,500
Industry Guide Enhanced Microsite	\$1,000	

E-News Ads	1x	3x	6x	12x
Leaderboard	\$825	\$710	\$600	\$525
Block	\$715	\$620	\$520	\$450
Footer	\$615	\$520	\$420	\$350
Digital Product Listing	\$825	\$710	\$600	\$525

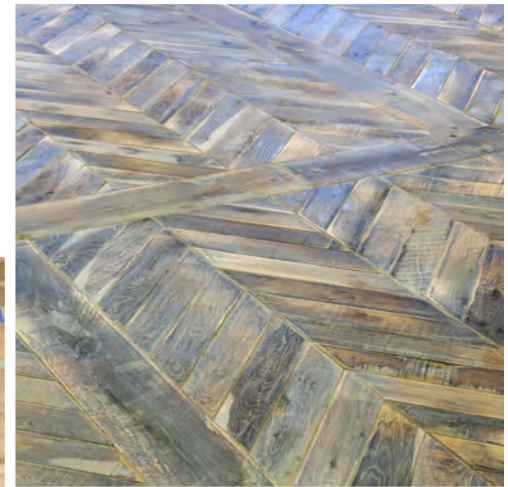
Custom E-mail
One mailing \$1,750

Additional Digital Opportunities

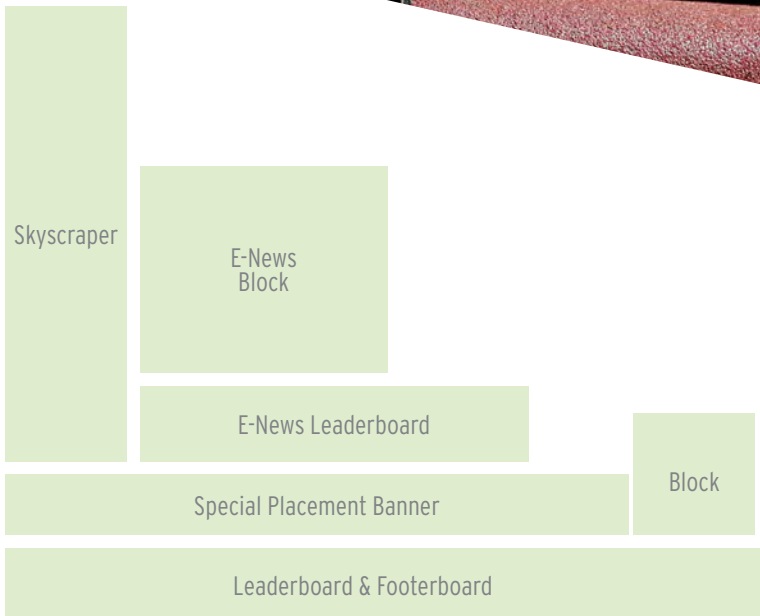
Sponsored Video
One Video \$1,500 (Includes 1 edition of e-news + featured position on website for 1 week)

Sponsored Website Content
Digital Call for pricing

App
Pop Up Ad Call for pricing



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Custom E-Mail Specs: Keep e-mail at a fixed width of 600 pixels. Image files for photos must be attached separately and .jpg, .gif, and .eps files are preferred. Images must be at least 72 dpi in resolution. We can accept HTML files that do not contain CSS (cascading style sheets), but it's not the preferred method. When using a style, please use **INLINE STYLES** only; do not use internal or external style sheets. Subject line of 50 characters or less.

DIGITAL AD SPECIFICATIONS

Website 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 & Footerboard	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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