

NACE Journal Space Reservation Form



NEW 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"/> August 2020	NA	August 14, 2020
<input type="checkbox"/> November 2020	October 5, 2020	October 12, 2020
<input type="checkbox"/> February 2021	December 23, 2020	January 6, 2021
<input type="checkbox"/> May 2021	March 23, 2021	March 30, 2021

PRICING

Ad Space	1 Time		2 or 3 Times		4 Times		Total
	Member	Nonmember	Member	Nonmember	Member	Nonmember	
Full Page	<input type="checkbox"/> \$670	<input type="checkbox"/> \$838	<input type="checkbox"/> \$610	<input type="checkbox"/> \$763	<input type="checkbox"/> \$550	<input type="checkbox"/> \$688	
1/2 Page	<input type="checkbox"/> \$533	<input type="checkbox"/> \$665	<input type="checkbox"/> \$500	<input type="checkbox"/> \$625	<input type="checkbox"/> \$475	<input type="checkbox"/> \$593	
Special Full Page Positions							
Inside Front Cover	<input type="checkbox"/> \$945	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$885	<input type="checkbox"/> \$1,105	<input type="checkbox"/> \$825	<input type="checkbox"/> \$1,030	
Back Cover in Print Edition/ Opposite Front Cover in Digital Edition	<input type="checkbox"/> \$945	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$885	<input type="checkbox"/> \$1,105	<input type="checkbox"/> \$825	<input type="checkbox"/> \$1,030	
Page 1	<input type="checkbox"/> \$945	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$885	<input type="checkbox"/> \$1,105	<input type="checkbox"/> \$825	<input type="checkbox"/> \$1,030	
Page 2	<input type="checkbox"/> \$750	<input type="checkbox"/> \$945	<input type="checkbox"/> \$700	<input type="checkbox"/> \$875	<input type="checkbox"/> \$660	<input type="checkbox"/> \$825	
						Total	

NACE Journal Space Reservation Form



ADVERTISER

Name _____
Title _____ Organization _____
Address _____
City _____ State _____ Zip _____
Business Phone _____ E-mail _____

AGENCY (IF APPLICABLE)

Name _____
Title _____ Organization _____
Address _____
City _____ State _____ Zip _____
Business Phone _____ E-mail _____

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

Charge to: Visa Mastercard American Express Discover

Card No. _____

Security No.* _____ Expiration Date _____

**For Visa, Mastercard, and Discover cards, the security code is the last 3-digit number located on the back of your card or above your signature line. For an American Express card, it is the 4-digit number on the FRONT above the end of your card number.*

Signature (Required) _____ Date _____

By my signature, I authorize payment in full for the total listed above and agree to the terms and conditions listed below.

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.

**RETURN FORM
TO ASHLEY KUBACK**
akuback@nacweb.org
610.625.1020

NACE Journal

Specifications and Requirements



PRODUCTION SPECIFICATIONS

Process: Digital and Print

Binding Method: Saddle-Stitch

Line Screen: 133 dpi

Color Available: 4-Color Process

MECHANICAL SPECIFICATIONS

Sizes are listed below as width x depth

Full Page AD

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

Bleed Size: 8 3/8" x 11 1/4"

Minimum of 1/8" bleed on all sides

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

Fractional Ads

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

SEND MATERIALS TO

Laura Czuba, Production Manager
lczuba@nacweb.org, 610.625.1042

FILE REQUIREMENTS

- 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.