

RATES & SPECS

Four-Color Advertising Rates

	1X	2X	3X	6X
Full Page	\$1750	\$1700	\$1650	\$1500
Three-Quarter Page	\$1250	\$1200	\$1150	\$1000
Half Page	\$850	\$800	\$750	\$600
Quarter Page	\$700	\$650	\$600	\$450
Eighth Page	\$525	\$475	\$425	\$375
Inside Front	\$2200	2100	2000	1900
Back Cover (3/4 page)	\$2500	2400	2300	2200

Black and White Advertising Rates

	1X	2X	3X	6X
Full Page	\$1400	\$1350	\$1300	\$1150
Three-Quarter Page	\$900	\$850	\$800	\$650
Half Page	\$700	\$650	\$600	\$450
Quarter Page	\$500	\$450	\$400	\$350
Eighth Page	\$350	\$300	\$250	\$200

PRINT Classifieds

\$4.50/word; 10-word minimum. (\$3.50/word beyond 10 words).
Note: Classifieds are not commissionable.

ISSUES:

October/November, April/May, December/January, June/July, February/March, August/September

WHEN PUBLISHED:

Each issue is published during the middle of the two-month period.

BILLING AND DISCOUNTS:

Bills are due 30 days from invoice date. First-time advertisers must prepay with their insertion order prior to their first publication date. Agency commissions are the responsibility of the advertiser and will not be paid directly by *The NAWIC IMAGE*. Two copies of the publication will be mailed following each ad placement. Advertising must be inserted within six issues of the first insertion to earn frequency discounts.

TERMS & CONDITIONS:

The NAWIC IMAGE reserves the right to refuse any advertisement that may be misleading, objectionable or not in keeping with the publication's standards. Publishers will plainly mark as "advertisement" or "advertorial" any advertising designed to simulate editorial content. Cancellation of an insertion order or space contract must be received no later than 45 days prior to the issue. Cancellations received without the required notice will be billed for the insertion. Back covers cannot be cancelled.

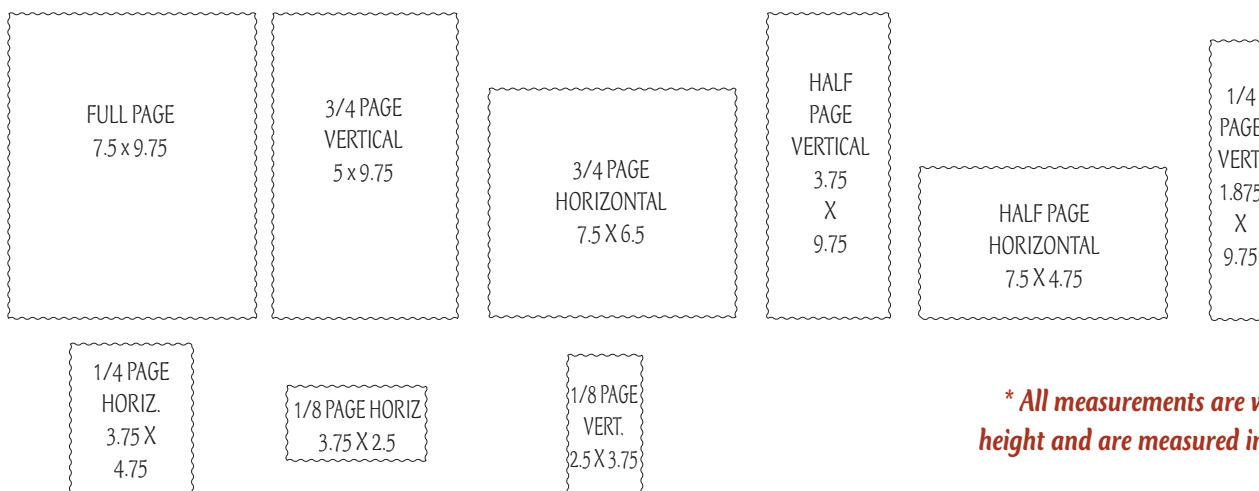
SPECIFICATIONS:

When sending electronic files, please send high-resolution documents in one of the following formats: tif, JPG, pdf, QuarkXpress (7.0 or earlier), InDesign or Adobe Photoshop (CS or earlier). Files can be sent electronically to michellem@nawic.org.

GRAPHIC DESIGN SERVICES:

For an additional \$75 per ad, our in-house graphic designer will create your advertisement. This fee will be reflected in your invoice.

ADVERTISING SIZE SPECIFICATIONS*



* All measurements are width by height and are measured in inches.