

2019 PEO Insider Ad Rates & Specifications

NAPEO Service Partner Members Save 40% on Advertising Rates!

Ad Size	Member Rates			Non-Member Rates		
Inside Ad Pages	1x	6x	10x	1x	6x	10x
Full Page	\$3,535	\$3,255	\$2,915	\$7,285	\$6,855	\$6,415
1/2 Page	\$2,180	\$1,985	\$1,765	\$5,930	\$5,580	\$5,265
1/3 Page	\$1,395	\$1,215	\$1,075	\$4,825	\$4,815	\$4,575
Cover Ads <i>Members Only—10x Only</i>						
2nd Cover	\$3,360					
3rd Cover	\$3,215					
4th Cover	\$3,420					
Specialty Ads <i>Members Only—1x Rate</i>						
2-Page Spread	\$6,365					
Belly Wrap**	\$5,780					
Tip-On or Gatefold	Call for details					
Annual Electronic Advertising						
NAPEO E-News	\$6,065 per year <i>All ads are 120 x 240 pixels</i>					

** Full-page ad must appear in issue with belly wrap

Special Placement, if Requested:

Special placement of your advertising is billed at current rates plus a 15% guaranteed position surcharge.

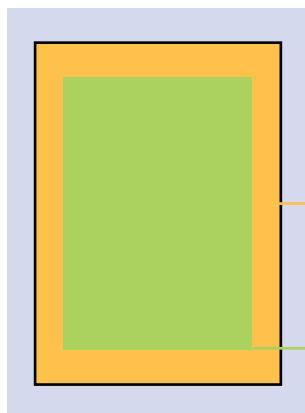
Print Advertising Commission:

15% of gross billing will be paid on space, color, bleed, and position when the client is billed for insertions (in-house agencies or marketing departments excluded from commission).

Ad Specifications		
Ad Size	Ad Dimensions	
Full Page Full Bleed	8-5/8" x 11-1/8"	(8.625" x 11.125")
Full Page Non-Bleed	7-3/8" x 9-7/8"	(7.375" x 9.875")
1/2 Page Horizontal	7-3/8" x 4-7/8"	(7.375" x 4.875")
1/2 Page Island	4-7/8" x 7-3/8"	(4.875" x 7.375")
1/3 Page Square	4-7/8" x 4-7/8"	(4.875" x 4.875")
2-Page Spread Full Bleed	17-1/16" x 11-1/8"	(17.025" x 11.125")
2-Page Spread Non-Bleed	15-3/4" x 9-7/8"	(15.750" x 9.875")

Publication Trim Size: 8-3/8" x 10-7/8" (8.375" x 10.875")

Call for specifications: Belly Wrap, Tip-On, Gatefold



Full-page bleed ads require bleed allowances and crop marks.

Bleed Area: Safety margin for bleed ads. Extend any background art 3/16" beyond the edge of the page on any bleed edges. If not extended, ad will not bleed properly. Crop marks inside of bleed area may show in printed ad.

Page Trim: Finished size of magazine. Keep all type and logos at least a 1/2 inch inside page edges, shown by the black border. Any type and logos outside the black border in the blue bleed area could be cut off during trimming.

Safe Area: Keep all type and logos within the green area. Any type and logos outside this area will likely be cut off during trimming.

Guidelines for Ad Artwork:

- Please convert all spot colors to 4/c process
- When exporting PDF file:
 - General Menu:
 - Select "Adobe PDF Preset: High Quality Print"
 - Select "Compatibility: Acrobat 5 (PDF 1.4)"
 - Compression Menu:
 - Embed all fonts and convert to outline
 - Select "Compress Text and Line Art"
 - Select "Crop Image Data to Frames"
- Marks and Bleeds Menu (full-page bleed ads only):
 - Select "All Printer's Marks"
 - Weight: 0.25 pt
 - Offset: 1p0 (0.1667")
 - Bleed: 0pg (0.125")
- All photos, logos, and images in ad must be 300 dpi

Please email pdf files to nbenoudiz@napeo.org.

For ad reservations and questions about ad specifications, please contact Nancy Benoudiz at 703/739-8169 or nbenoudiz@napeo.org.