

2017 PEO Insider Ad Rates & Specifications

NAPEO Service Partner Members Save 40% on Advertising Rates!

Member Rates Ad Size	Member Rates			Non-Member Rates		
	1x	6x	10x	1x	6x	10x
2-Page Spread	\$5,470	\$5,040	\$4,500	\$9,125	\$8,365	\$7,470
2nd Cover	n/a	n/a	\$3,045	n/a	n/a	n/a
3rd Cover	n/a	n/a	\$2,915	n/a	n/a	n/a
4th Cover	n/a	n/a	\$3,095	n/a	n/a	n/a
Full Page	\$3,205	\$2,950	\$2,635	\$4,535	\$4,255	\$3,835
1/2 Page	\$1,970	\$1,795	\$1,595	\$2,850	\$2,565	\$2,305
1/3 Page	\$1,250	\$1,080	\$9725	\$1,790	\$1,555	\$1,415
Belly Wrap*	\$5,225	\$5,105	\$5,005	n/a	n/a	n/a
Tip-On	Call for details					
Gatefold	Call for details					

* Ad must appear in issue with belly wrap.

Special Placement

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 agency is billed for insertions (in-house agencies or marketing departments excluded from commission).

Guidelines for Ad Artwork

All ads run in 4/C process. Artwork is accepted in hi-resolution pdf format in CMYK at least 300 dpi at intended size. When creating a print-ready pdf, please verify the following options are selected:

- Acrobat 4 compatible
- Compress text and line art
- Embed all fonts and convert to outline

Please email pdf files to nbenoudiz@napeo.org.

Annual Electronic Advertising

\$5,500 per year for choice of *NAPEO E-News*, *E-Source*, and *Healthcare Roundup*

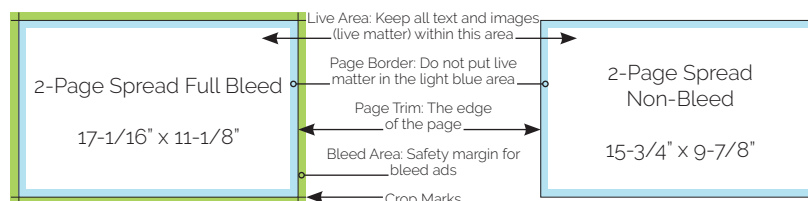
All ads are 120 x 240 pixels

Ad Size

2-Page Spread Full Bleed	17-1/16" x 11-1/8"
2-Page Spread Non-Bleed	15-3/4" x 9-7/8"
Full Page Full Bleed	8-5/8" x 11-1/8"
Full Page Non-Bleed	7-3/8" x 9-7/8"
1/2 Page Horizontal	7-3/8" x 4-7/8"
1/2 Page Island	4-7/8" x 7-3/8"
1/3 Page Square	4-7/8" x 4-7/8"

Dimensions

Publication Trim Size: 8-3/8" x 10-7/8"



- For full-page bleed ads, include crop marks and a 3/16" bleed on all four sides of the page (extend the ad background 3/16" past page edges). Keep crop marks outside of page trim.
- Please keep all type and images within the "live area" (at least 1/2" away from all four edges of the page).

