

2018 PEO Insider Ad Rates & Specifications

NAPEO Service Partner Members Save 40% on Advertising Rates!

Ad Size	Member Rates			Non-Member Rates		
	1x	6x	10x	1x	6x	10x
Inside Ad Pages						
Full Page	\$3,365	\$3,100	\$2,775	\$4,765	\$4,470	\$4,030
1/2 Page	\$2,075	\$1,885	\$1,675	\$3,000	\$2,700	\$2,450
1/3 Page	\$1,325	\$1,150	\$1,025	\$1,880	\$1,650	\$1,495
Cover Ads						
2nd Cover	n/a	n/a	\$3,200	n/a	n/a	n/a
3rd Cover	n/a	n/a	\$3,060	n/a	n/a	n/a
4th Cover	n/a	n/a	\$3,250	n/a	n/a	n/a
Specialty Ads						
Split Cover	\$6,950	\$6,700	\$6,450	n/a	n/a	n/a
2-Page Spread*	\$6,060	\$5,580	\$4,995	n/a	n/a	n/a
Belly Wrap**	\$5,495	\$5,360	\$5,255	n/a	n/a	n/a
Tip-On	Call for details					
Gatefold	Call for details					

* 10% discount: ** 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 the client is billed for insertions (in-house agencies or marketing departments excluded from commission).

Annual Electronic Advertising

\$5,775 per year for choice of NAPEO E-News, E-Source, or Healthcare Roundup

All ads are 120 x 240 pixels

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"	(4.375" x 4.375")
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")

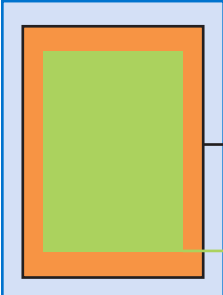
Publication Trim Size: 8-3/8" x 10-7/8" (8.375" x 10.875")

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

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: 0p9 (0.125")
- All photos, logos, and images in ad must be 300 dpi

Please email pdf files to nbenoudiz@napeo.org.



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 within the green area, *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 *will likely* be cut off during trimming.

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

What is a Split Cover Ad?

It is the equivalent of a 2-page spread inside an overlapping double fold in the front cover.

