

Reach 2011 Annual Meeting Attendees at Precisely the Right Time

Each issue of *NAMS Daily News* will be distributed at the Gaylord National Hotel in meeting areas and outside the exhibits. Each onsite issue will feature the latest news and photos from the NAMS Annual Meeting.

Issue Dates

Wednesday,
September 21, 2011

Thursday,
September 22, 2011

Friday,
September 23, 2011

Deadlines

Extended!

September 9, 2011
Insertion Order deadline

September 13, 2011
Materials deadline

Contact

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CustomNEWS
(800) 627-8723
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Advertising Rates and Specifications

Size	w x d	1x	2x	3x
Back Cover*	9.75" x 14"	SOLD	SOLD	SOLD
Page One Strip Ad*	9.75" x 2"	n/a	n/a	\$4,900
Inside Front Cover*	9.75" x 14"	n/a	n/a	\$4,500
Full Page	9.75" x 14"	\$1,750	\$3,200	\$4,000
Half Island	7" x 10"	\$1,500	\$2,750	\$3,400
Half Page	10 x 7"	\$1,275	\$2,350	\$3,000
1/4 Page	4 3/4" x 7"	\$950	\$1,550	\$1,950

- * Preference given to 4C advertisers.
- Four-color: Add \$750 per issue.
- All rates are gross rates. Appropriate agency commissions apply.

Specifications

• **Sizes** – Trim size is 11" wide x 15" high and printed on 50# offset (uncoated) stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

• **Files** – High-resolution Adobe PDF files are strongly preferred, but TIFF, JPEG, EPS with clipping paths, Adobe Illustrator, and Adobe InDesign files (with all accompanying graphics and fonts) are also accepted. All fonts must be embedded. Files cannot be password protected. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

• **Proof** – A printed proof of the file itself is strongly recommended with submission of disk or e-mail. If e-mailing the file, please send the proof by standard mail to the

address listed on the insertion order form. Otherwise include it with the final package. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertisers will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

• **Suggestions** – For best reproduction: Maximum combined density of 240% with one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reserves should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

• **Other information** – All advertising is contingent upon NAMS approval. *NAMS Daily News* will pay a standard 15% commission to recognized agencies.

• **Cancellations** – Written cancellations of previously submitted insertion orders will be accepted until August 29, 2011. After that time, cancellations will not be accepted and companies will be responsible for 100% of the net amount that appears on their insertion order.

NAMS Daily News Advertising Insertion Order



Advertising Space Reservation

Company Name: _____
Contact: _____ Title: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Ad Agency Information (if applicable)

Agency: _____ Contact: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Space Reservation

Number of Issues: _____ Ad Size: _____
Gross amount: _____ Color: B/W 4C
Agency Commission (if applicable): _____
Net Amount: _____
Payment: Bill Me Credit Card

Charge Information

Card (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____

Fax or mail this Insertion Order to:
CustomNEWS
4341 Montgomery Avenue
Bethesda, MD 20814
Phone: (800) 627-8723
Fax: (301) 841-0040

Signature

Date

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