
2009 NADmag

Advertisement Information and Rates



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2009 National Association of the Deaf Advertis
Please print all information clearly

Company
Contractor / Contact Person and Job Title
Company Billing Address
City, State, Zip
Telephone (Specify TTY, Voice or Both)
Email

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An Invitation



Attract new customers. Connect with existing customers. Announce new products or services. Let our readers know about employment opportunities.

Advertise in the *NADmag*

We invite you to advertise in the *NADmag*, the colorful, bi-monthly magazine published by the National Association of the Deaf (NAD). The *NADmag* is a membership benefit of the NAD and is also available via subscription for libraries and educational facilities.

The NAD: *Community, Advocacy, Equality*

The National Association of the Deaf (NAD) was established in 1880 by deaf leaders who believed in the right of the American deaf community to use sign language, to congregate on issues important to them, and to have its interests represented at the national level. These beliefs remain true to this day, with American Sign Language as a core value. As a nonprofit federation, the mission of the NAD is to preserve, protect, and promote the civil, human, and linguistic rights of deaf and hard of hearing Americans. The advocacy scope of the NAD is broad, covering the breadth of a lifetime and impacting future generations in the areas of early intervention, education, employment, health care, technology, telecommunications, youth leadership, and more. For more information, please visit www.nad.org.

NADMag Audience

The NADmag audience is predominately deaf, hard of hearing, and hearing people, their families, or professionals involved in the community.

Our readers at a glance:

- Children of deaf adults (CODA)
- Educators
- Interpreters
- Parents
- People who do not sign
- People who sign
- People who use cochlear implants
- People who use hearing aids
- People who travel
- People involved in sports
- Senior citizens
- Service providers
- Students

All of our readers will benefit from learning about your products and/or services. Advertise with confidence. There is a space waiting for you.

Accept the invitation.

QUESTIONS?

www.nad.org/contactus
301.587.6282 (V)
301.587.1791 (Fax)

NADmag: Up-close



- Primary publication of the NAD
- Published six times a year (bi-monthly)
- Glossy, full-color magazine
- 32 page average per issue
- 7,000+ in circulation with estimated total readership of over 25,000
- Display ads for product/services and employment ads accepted

NADmag Publication Calendar (Jan / Feb 2009 to Nov / Dec 2009)

Month / Year Issue	Volume Number	Ad Delivery Deadline
Jan / Feb 2009	Vol. 9, No. 1	Dec 1, 2008
March / April 2009	Vol. 9, No. 2	Feb. 1, 2009
May / June 2009	Vol. 9, No. 3	April 1, 2009
July / Aug 2009	Vol. 9, No. 4	June 1, 2009
Sept / Oct 2009	Vol. 9, No. 5	Aug. 1, 2009
Nov / Dec 2009	Vol. 9, No. 6	Oct 1, 2009

QUESTIONS?

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Contract Details and Terms



The following is a brief summary of the advertising and payment policies of the National Association of the Deaf.

Advertising contracts are available for multiple insertion rates (1-2, 3-4, 5-6) in the *NADmag*. Contracts expire a year from the time of first insertion. The NAD will repeat the previous ad unless given advance notice and receipt of new ad by the deadline date of the requested issue.

Display ad files are due by the 10th of the month, one month preceding publication. See the specific dates provided in the 2009 publication calendar on page 3.

Advertising Policy

The publisher reserves the right to refuse an advertiser's order, for any reason. Only publication of an advertisement shall constitute final acceptance of order. Advertiser and advertising agency will indemnify and hold harmless the NAD, its officers, agents, employees, and contractors for all contents supplied to NAD publications, including text, representations and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, or plagiarism.

The NAD cannot guarantee delivery of the publication by a specific date. Please keep this in mind when developing time-sensitive material.

Payment Policy

Non-contracted advertisers are requested to send payment with the required ad material. *All amounts are in US dollars only.* Contracted advertisers will be billed after publication, or may pay in advance. A \$30 charge will be assessed for returned checks. Payment may be made by check, money order, or purchase order. Credit cards are accepted (Visa or MasterCard only). Payment in full is due 30 days from the date of invoice sent after publication. Payments received after that date are subjected to a service charge of 1.5% interest, compounded monthly. *Existing accounts must be current (paid-up) before a new order or next ad insertion is accepted.*

Contract details and terms continued on the next page.

QUESTIONS?

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Contract Details / Terms (con't)



Discount

Non-profit organizations, 501(c)(3) organizations and schools, receive 10% off published ad rates (except for employment ads). Please send photocopy proof of non-profit status along with the name and signature of the organization's chief administrator.

Cancellation Policy

Advertisers have a grace period of one week after the 10th of the month, one month preceding publication to cancel the ad. No ad cancellations accepted or refunds given after the 17th of the month, one month preceding publication.

Terms

All space reservations are on a "first come, first served" basis. The NAD may reject any ads that do not meet the size, format or quality specifications. NADmag ads may be adjusted or designed (provide text) by NAD production staff for a 15% fee in addition to the cost of the ad space chosen.

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Specifications / Delivery of Ads



The *NADmag* is printed sheeted with a 200 line screen and saddlestitched. Trim size is 8.5" wide by 11" high with a bleed size of 8.75" wide by 11.25" high.

The NAD production staff use Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop CS3 on Macintosh platform. Please follow the guidelines below before submitting advertisements.

Accepted:

- Ad sized to proper dimensions
- Mac/PC format
- EPS (with fonts), TIFF, or JPEG formats
- CMYK color mode
- Images at least 300 dpi
- Pixel-based images scaled 100%
- Vector-based images in EPS format
- PostScript or TrueType fonts (screen and printer)
- CDs (100 or 250 MB)

NOT accepted:

- PDF, BMP, GIF, AI or PSD formats
- Classified ads, personal ads, or other forms of text-only ads
- Camera-ready ads
- Spot colors (including Pantone Matching System [PMS] colors)
- RGB color mode
- Embedded images in non-InDesign documents
- Color photos, duotones, or components in black and white only ads
- Microsoft Word / Publisher documents
- Floppy / Zip disks

Actual electronic advertisements may be sent as email attachments to nadmagads@nad.org. All ads must include a hard printed copy for comparison, which may either be faxed or mailed. Grayscale laser proofs are accepted for both black/white and color ads. PDFs are accepted *only* for hard copy comparison purposes.

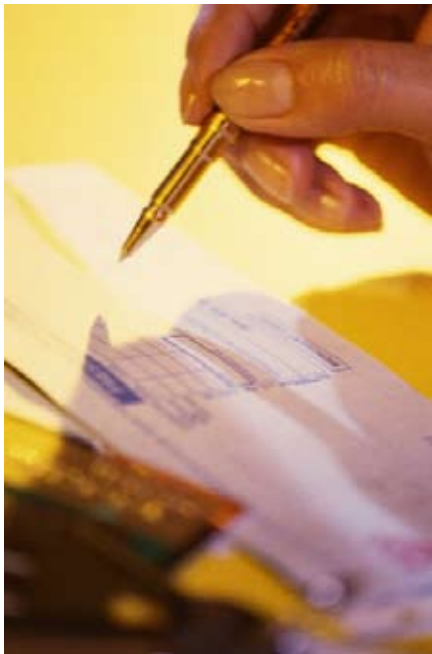
Mail ad materials as well hard copies to:

Donna Morris
National Association of the Deaf
8630 Fenton Street, Suite 820
Silver Spring, MD 20910
301.587.1791 (Fax)

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Advertisement Rates Chart



Premium Color Ad Positions		# of Insertions		
Type of Ad	Size; decimal inches (width x height)	1-2 times	3-4 times (10% off)	5-6 times (20% off)
Centerspread	Trim size: 17 x 11 Bleed size: 17.25 x 11.25	\$2,420	\$2,178	\$1,936
Back Cover (C4)*	Trim size: 8.5 x 8.75 Bleed size: 8.75 x 8.875	\$2,178	\$1,960	\$1,742
Inside Front Cover (C2)	Trim size: 8.5 x 11 Bleed size: 8.75 x 11.25	\$1,936	\$1,742	\$1,548
Inside Back Cover (C3)	Trim size: 8.5 x 11 Bleed size: 8.75 x 11.25	\$1,694	\$1,524	\$1,354

* Bleeds right, bottom, and left side. No bleed on top side. Back cover includes space for mailing label.

Inside Page Advertisements		# of Insertions (priced each ad)					
Type of Ad	Size; decimal in. (width x height)	1-2 times		3-4 times (10% off)		5-6 times (20% off)	
Full Page *	7.5 x 10	\$1,320	1,100	1,188	990	1,056	880
Two-thirds Page; vertical	4.875 x 10	\$880	770	792	693	704	616
Half Page; horizontal **	7.5 x 4.875	\$660	550	594	495	528	440
Half Page; vertical ***	3.625 x 10	\$660	550	594	495	528	440
One-third Page; standard	4.875 x 4.875	\$550	440	495	396	440	352
Quarter Page; standard	3.625 x 4.875	\$440	330	396	297	352	264
Eighth Page; standard	3.625 x 2.375	\$220	165	198	149	176	132

(color) (b&w) (color) (b&w) (color) (b&w)

Employment Advertisements		Color		B&W	
Type of Ad	Size; decimal in. (width x height)	Cost	15% Layout Charge	Cost	15% Layout Charge
Full Page	7.5 x 10	\$858	987	715	822
Half Page; horizontal	7.5 x 4.875	\$429	493	358	411
Half Page; vertical	3.625 x 10	\$429	493	358	411
Quarter Page; standard	3.625 x 4.875	\$286	329	215	247
Eighth Page; standard	3.625 x 2.375	\$143	164	107	123
Eighth Page; vertical	1.75 x 4.875	\$143	164	107	123

Beginning with the May/June 2009 issue, full page and half page interior advertisements will be accepted with 1/8th inch bleed on all sides. The specifications are:

* Full page w/bleed: Trim size: 8.5 x 11, Bleed size: 8.75 x 11.25

** Half page horizontal w/bleed: Trim size: 8.5 x 5.375. Bleed size: 8.75 x 5.625

*** Half page vertical w/bleed: Trim size: 4.125 x 11, Bleed size: 4.375 x 11.25

QUESTIONS?

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2009 National Association of the Deaf Advertising Contract

Please print all information clearly.



Company _____
Contractor / Contact Person and Job Title _____
Company Billing Address _____
City, State, Zip _____
Telephone (specify TTY, Voice or Both) _____ Fax _____
Email _____

NADmag Advertisement Information

Check appropriate box(es) for each section. One form per advertisement, please.

1. What type of advertisement are you purchasing? Display Employment (if chosen, skip to #5)
2. For display advertisements, number of times you want the ad to appear? 1x 2x 3x 4x 5x 6x
3. For display advertisements, will you apply the non-profit organization discount*? Yes No
* Discount is for 501(c)(3) organizations and schools only, and applies to display (non-employment) advertising.
Please submit proof of status, along with name of administrator and signature.
4. Which premium color advertisement position are you interested in?
 Centerspread Inside Front Cover Inside Back Cover Back Cover
5. Which inside page / employment advertisement size are you interested in? *Excluding inside front / back covers.*
 Full Two-thirds (vertical) Half (horizontal) Half (vertical)
 One-third (standard; display ads only) Quarter (standard) Eighth (standard)
 Eighth (vertical; employment ads only)
6. Is the advertisement in: Full-color Black / White
7. What issue month(s) do you want the ad to appear in? *May choose more than one option.*
 Jan / Feb 2009 Mar / Apr 2009 May / June 2009 July / Aug 2009 Sept / Oct 2009 Nov / Dec 2009
8. Indicate cost of each ad per insertion. *Refer to Rates Chart.* _____

Payment Information

- For advertisers placing multiple insertions in *NADmag*—we will send invoice and tear sheet when issue is completed.
 For one-time only advertisers, non-contracted advertisers, or new advertisers—payment is requested in advance.
 Check (payable to the National Association of the Deaf) Purchase order number: _____
 Visa MasterCard (fill out credit card information below)

Name on Credit Card _____
Account Number _____ Exp. Date _____
Signature _____

It is understood that the advertiser will provide the National Association of the Deaf (NAD) with electronic files that conform to the size, file size, file formats and conditions as specified in the NAD Advertising Rate Sheet that accompanies this agreement. Ads not conforming to specifications may be declined, or may be subject to a production charge of cost plus 15%. Cancellation fees apply. Contracts for multiple insertions are to be completed within one year from first insert. Advertiser agrees not to substitute / change the size(s) or month(s) stipulated above.

The publisher reserves the right not to accept an advertiser's order request. Only publication of an advertisement shall constitute final acceptance of advertiser's order. Advertiser and advertising agency will indemnify and hold harmless the NAD, its officers, agents, employees, and contractors for all contents supplied to publisher, including text, representations and illustrations of advertisements published in NAD print and electronic periodicals, and for any claims arising from contents including, but not limited to, computer down-time, defamation, invasion of privacy, copyright infringement or plagiarism.

Authorized Signature _____
Title / Position _____ Date _____