

# NGS NewsMagazine Advertisements

## Sizes & Rates

Size	Width	Height	No. of insertions		
			(One)	(Two)	(Four)
1. Full page	7 1/16"	9 3/4"	\$355	\$639	\$1278
2. 2/3 Page Vert	4 5/8"	9 3/4"	\$295	\$531	\$1000
3. 1/2 Page Vert	3"	9 3/4"	\$215	\$387	\$774
4. 1/2 Page Horiz.	6"	4 1/2"	\$215	\$387	\$774
5. 1/3 Page Vert.	2 1/4"	9 3/4"	\$190	\$342	\$684
6. 1/3 Page Horiz.	6"	3"	\$190	\$342	\$684
<b>Cover (Black &amp; White)</b>					
C2. Inside Front	11 1/4"	9 3/4"	\$1200	\$2160	\$4200
C3. Inside Back	7 1/16"	9 3/4"	\$700	\$1260	\$2520
C4. Outside Back (half page only)	7 1/16"	7 1/4"	\$625	\$1125	\$2250

## Production Tips for Camera-Ready Copy

- Format:** Ads should be sized to the specs shown. **At least 1/8" margin** should exist between text and outside edge of ad space. Graphics may abut margin if designed to "bleed."
- Paper:** Photographic quality paper produces the most impressive results. Papers with a bright-white, waxed surface (such as Hammermill Laser Plus) are an acceptable alternative.
- Type:** Use **high print resolution** for the most attractive and readable ads. Laser print at 300 dpi is the minimum quality acceptable. Ink jet, bubble jet, and dot matrix type is not usable.
- Halftones:** Line screen should be set at 133. Electronic copy – electronic files are permitted.
- Media:** Printed master and electronic submission (TIFF, eps, or pdf).

Full payment and signed contract due at the same time as copy.

### Due Dates

Jan/Feb/Mar issue	20 November
Apr/May/June issue	20 February
Jul/Aug/Sep issue	20 May
Oct/Nov/Dec issue	20 August

### Contact

National Genealogical Society  
 3108 Columbia Pike, Suite 300  
 Arlington, VA 22204-4304 USA  
 Phone: (703) 525-0050  
 Fax: (703) 525-0052  
 Email: [Advertise@ngsgenealogy.org](mailto:Advertise@ngsgenealogy.org)



# NGS MAGAZINE

## ADVERTISING CONTRACT

Date: \_\_\_\_\_  
Advertiser (Company Name) \_\_\_\_\_  
Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
State: \_\_\_\_\_ Zip : \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-Mail: \_\_\_\_\_

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### Insertion required in *NGS Magazine*

Insertion Schedule:      Jan/Feb/Mar 2009      Apr/May/June 2009  
(check or circle choices)      July/Aug/Sept 2009      Oct/Nov/Dec 2009

Frequency:                      1x                      2x                      4x

Space size:                      Full Page                      2/3 page vert                      1/2 page vert  
   1/2 page horiz                      1/3 page vert                      1/3 page horiz  
   Cover (black and white)                      Outside back (half)  
   Inside front                      Inside back

Bleed: Yes \_\_\_\_\_ No: \_\_\_\_\_

Cost: \_\_\_\_\_ Total amount due per issue: \$ \_\_\_\_\_

Check Enclosed: YES/NO

Please charge my credit card : \_  
VISA/MC/AMEX/Discover Card Number: \_\_\_\_\_  
Exp Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

#### Cancellation Policy:

All cancellations must be in writing, and must be received by the advertising due date for each issue:  
Jan/Feb/Mar issue - 20 November; Apr/May/June issue - 20 February; July/Aug/Sept issue - 20 May;  
Oct/Nov/Dec issue - 20 August

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please sign and return form to:

Rochelle Compton  
NGS Magazine Advertising  
3108 Columbia Pike, Suite 300  
Arlington, VA 22204-4370  
Fax: (703) 525-0052  
Phone: (703) 525-0050  
E-mail: advertise@ngsgenealogy.org