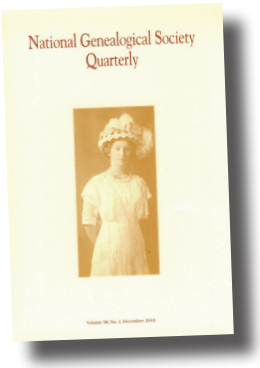
ADVERTISE!



Advertising Guidelines

- ☑ All advertisements must meet NGS's criteria for quality of design and typesetting.
- ☑ Electronic ads accepted in PDF or TIFF formats. Ads must be black or grayscale. If a TIFF is being submitted, the ad must be at least 300 dpi and grayscale with LZW compression and any ICC profile removed. Word processor files such as Microsoft Word are not acceptable.
- ☑ NGS reserves the right to refuse any advertisement.
- ☑ No advertisement will be accepted or reserved until full payment is received.
- ☑ Due Dates:
  Jan/Feb/Mar issue: 1 Feb
  Apr/May/Jun issue: 1 May
  Jul/Aug/Sep issue: 1 Aug
  Oct/Nov/Dec issue: 1 Nov

E-mail electronic ad file to ads@ngsgenealogy.org.

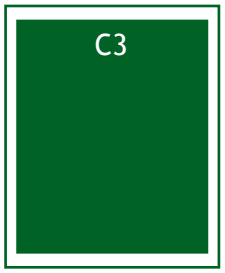
Questions?

Contact:
NGS Advertising Manager
Courtney Holmes
E-mail: ads@ngsgenealogy.org
Phone: (703) 525-0050

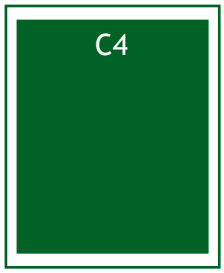
Advertising Rates:
National Genealogical Society Quarterly

The *NGS Quarterly* emphasizes scholarship, readability, and practical help in genealogical problem solving. Published in March, June, September, and December, each issue contains eighty pages and has a circulation of approximately 10,000.[1]

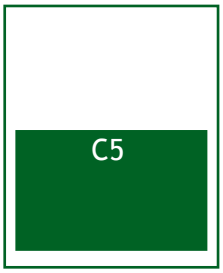
Advertising in the *NGS Quarterly* will provide your organization or business with targeted access to genealogists, historians, librarians, teachers, archivists, and other scholars. Many libraries nationwide hard-bind the *NGS Quarterly* as annual volumes and retain them in their reference sections. Also, many NGS members tend to keep their copies indefinitely.



Inside Back Cover (C3)
Black/Grayscale
5″ (w) x 8″ (h)
1X - $450
2X - $850
3X - $1200
4X - $1500

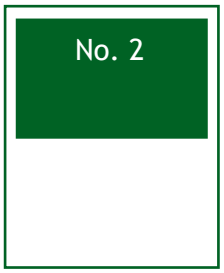


Outside Back Cover(C4)
Inquire
5″ (w) x 8″ (h)
1X - $1200
2X - $2160
3X - $3240
4X - $4200

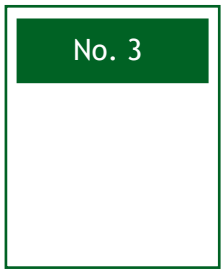


Outside Back Cover (C5)
Inquire
5″ (w) x 4.5″ (h)
1X - $625
2X - $1125
3X - $1688
4X - $2250

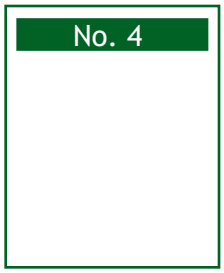
Inside Full Page (No. 1)
Black/Grayscale
5″ (w) x 8″ (h)
1X - $355
2X - $680
3X - $960
4X - $1200



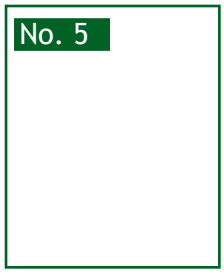
Inside 1/2-page (No. 2)
Black/Grayscale
5″ (w) x 4″ (h)
1X - $200
2X - $390
3X - $555
4X - $700



Inside 1/4-page (No. 3)
Black/Grayscale
5″ (w) x 2″ (h)
1X - $130
2X - $255
3X - $370
4X - $475



Inside 1/8-page (No. 4)
Black/Grayscale
5″ (w) x 1″ (h)
1X - $90
2X - $175
3X - $250
4X - $320



Inside 1/16-page (No. 5)
Black/Grayscale
2 1/2″ (w) x 1″ (h)
1X - $60
2X - $115
3X - $155
4X - $200

1. The hard copy circulation is approximately 9,000 and the digital copy circulation is just under 1,000.