

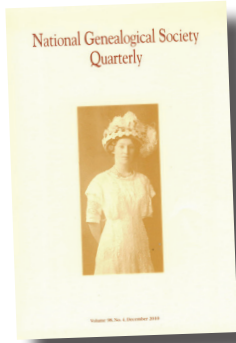


NATIONAL  
GENEALOGICAL  
SOCIETY®

# Media Kit



# ADVERTISE!



## 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.<sup>1</sup>

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.

## 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](mailto:ads@ngsgenealogy.org).

## Questions?

Contact:  
 NGS Advertising  
[ads@ngsgenealogy.org](mailto:ads@ngsgenealogy.org)  
 Phone: (703) 525-0050

<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>No. 1</b>
<b>Inside Back Cover (C3)</b> Black/Grayscale 5" (w) x 8" (h) 1X - \$450 2X - \$850 3X - \$1200 4X - \$1500	<b>Outside Back Cover (C4)</b> Inquire 5" (w) x 8" (h) 1X - \$1200 2X - \$2160 3X - \$3240 4X - \$4200	<b>Outside Back Cover (C5)</b> Inquire 5" (w) x 4.5" (h) 1X - \$625 2X - \$1125 3X - \$1688 4X - \$2250	<b>Inside Full Page (No. 1)</b> Black/Grayscale 5" (w) x 8" (h) 1X - \$355 2X - \$680 3X - \$960 4X - \$1200
<b>No. 2</b>	<b>No. 3</b>		
<b>Inside 1/2-page (No. 2)</b> Black/Grayscale 5" (w) x 4" (h) 1X - \$200 2X - \$390 3X - \$555 4X - \$700	<b>Inside 1/4-page (No. 3)</b> Black/Grayscale 5" (w) x 2" (h) 1X - \$130 2X - \$255 3X - \$370 4X - \$475		

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

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 Jan/Feb/Mar issue: 1 Nov.  
 Apr/May/June issue: 1 Feb.  
 Jul/Aug/Sep issue: 1 May  
 Oct/Nov/Dec issue: 1 Aug.

Send completed advertising contract and payment to NGS at the address provided on that form.

E-mail electronic ad file to [ads@ngsgenealogy.org](mailto:ads@ngsgenealogy.org).

## Questions?

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 NGS Advertising  
[ads@ngsgenealogy.org](mailto:ads@ngsgenealogy.org)  
 Phone: (703) 525-0050

Want to reach thousands of genealogists who are looking for quality goods and services?

Place your ad in the *NGS Magazine*. It will be viewed by more than 9,000 serious genealogists, and it will live on in home and reference libraries nationwide for years to come. In addition, NGS members will see your ad in the online digitized version of the *NGS Magazine* at the NGS website ([www.ngsgenealogy.org](http://www.ngsgenealogy.org)).

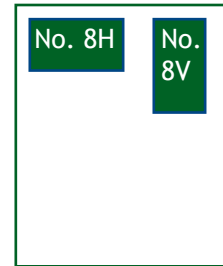
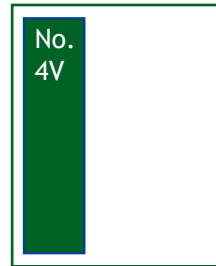
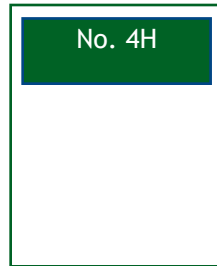
## Advertising Rates: *NGS Magazine*

<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>No. 1</b>
<b>Inside Front Cover (C2)</b> Black/Grayscale (8.5" x 11" bleed)	<b>Inside Back Cover (C3)</b> Black/Grayscale (8.5" x 11" bleed)	<b>Outside Back Cover (C4)</b> Black/Grayscale (7.5" x 5")	<b>Inside Full Page (No. 1)</b> Black/Grayscale (7.5" x 9.75")
1X - \$1200 2X - \$2160 3X - \$3240 4X - \$4200	1X - \$700 2X - \$1260 3X - \$1890 4X - \$2520	1X - \$625 2X - \$1125 3X - \$1688 4X - \$2250	1X - \$355 2X - \$639 3X - \$959 4X - \$1278
<b>No. 2H</b>	<b>No. 2V</b>	<b>No. 3H</b>	<b>No. 3V</b>
<b>Inside 2/3-page Horizontal (No. 2H) or Vertical (No. 2V)</b> Black/Grayscale		<b>Inside 1/2-page Horizontal (No. 3H) or Vertical (No. 3V)</b> Black/Grayscale	
H - 7.5" x 6" V - 4.5" x 9.75"		H - 7.5" x 4.75" V - 3.5" x 9.75"	
1X - \$295 2X - \$531 3X - \$797 4X - \$1000		1X - \$215 2X - \$387 3X - \$581 4X - \$774	

(continued)

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## Advertising Rates: *NGS Magazine*



**Inside 1/3-page  
Horizontal (No. 4H) or Vertical (No. 4V)  
Black/Grayscale**  
H - 7.5" x 3"  
V - 2.25" x 9.75"  
1X - \$190  
2X - \$342  
3X - \$513  
4X - \$684

**Business Card Size  
Horizontal (No. 8H)  
or Vertical (No. 8V)  
Black/Grayscale**  
H - 3.5" x 2"  
V - 2" x 3.5"  
1X - \$50  
2X - \$90  
3X - \$135  
4X - \$180