Media Kit

ConferenceKeeper.org
NGS Magazine
NGS Quarterly
ConferenceKeeper.org is a free online calendar of genealogy events. Our goal is to help connect individuals seeking genealogical education with those that are providing such opportunities. This service is completely free for all to use and to submit events for publication on the online calendar, which may also be promoted occasionally on other social media channels.

To provide additional visibility for genealogy-related events, products, and services, as well as to help defray operating costs, advertising space on the website is available for a fee. Advertising MUST be relevant to genealogy and family history.

**AD PLACEMENT**
Ads will be placed in all of the following locations: (1) On the left or right sides of most all of the website pages. (2) Single unit ads are also included in a random rotating gallery at the top of either sidebar, so that all ads will spend time “above the fold” and highly visible. (3) An additional placement of all ads is on the Thank You Advertisers page.

**AD SIZES & IMAGE REQUIREMENTS**
All single unit ads will appear on the sidebars at 300 pixels wide by 250 pixels high. Actual visual image size will depend on the screen it is being viewed on. Your original ad artwork may be any size, as long as the dimensions are a multiple of the appropriate unit size (in other words, your artwork just needs to be in the appropriate dimensions to ultimately fit in the unit-size space requested). Please provide your ad artwork in either .PNG or .JPG. Color settings will appear best if set to web/RGB colors.

**PRICING**
See the chart below for both NGS Member and Non-Member pricing.

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>1 month NGS Member</th>
<th>1 month Non-Member</th>
<th>3 months NGS Member</th>
<th>3 months Non-Member</th>
<th>6 months NGS Member</th>
<th>6 months Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single unit</td>
<td>3” x 2.5”</td>
<td>$40</td>
<td>$50</td>
<td>$110</td>
<td>$130</td>
<td>$200</td>
<td>$240</td>
</tr>
<tr>
<td>Double unit</td>
<td>3” x 5”</td>
<td>$75</td>
<td>$90</td>
<td>$200</td>
<td>$240</td>
<td>$380</td>
<td>$430</td>
</tr>
<tr>
<td>Triple unit</td>
<td>3” x 7.5”</td>
<td>$110</td>
<td>$130</td>
<td>$300</td>
<td>$345</td>
<td>$550</td>
<td>$620</td>
</tr>
</tbody>
</table>

**OTHER PLACEMENT OPTION**
Another option for ad placement is to place your ad in one of the weekly emails which is sent every Saturday evening (currently 5,900 subscribers; open rate average is 53%, clicks on email links averages 10%). Ads will be indicated as being the sponsor of that week’s email. Ads must be a horizontal-rectangle shape similar to a business card (wider than it is tall, no specific size requirement), and may include a brief description of up to 4 sentences along with a URL to direct readers to. Cost is $40 per week for NGS Members, $50 per week for non-members.

If you would like to proceed with advertising, please provide the information requested in the following form.
Advertising Request

NAME OF ORGANIZATION: ________________________________________________________________

CONTACT PERSON: ________________________________________________________________

CONTACT EMAIL: __________________________________________ PHONE: ____________________

WEBSITE ADS:
HOW LONG WOULD YOU LIKE THE AD TO RUN:
☐ 1 MONTH ☐ 2 MONTHS ☐ 3 MONTHS ☐ OTHER:________________________

DATE YOU WOULD LIKE THE AD TO START: __________________

EMAIL ADS:
SPECIFIC DATE/S (SUNDAYS) YOU WOULD LIKE TO BE AN EMAIL SPONSOR ______________________________

FOR BOTH WEBSITE AND/OR EMAIL ADS: URL/WEBSITE ADDRESS THAT IMAGE SHOULD LINK TO
________________________________________________________________________________________

FOR EMAIL SPONSORS:
Please provide a brief paragraph (2-3 sentences) to appear along with your ad image and URL in the newsletter.

The invoice will be emailed to the contact person, and is due upon receipt. Payment is accepted by either PayPal or you may mail a check. Address and payment links will appear on the invoice.

If you have any questions, please contact Tami at info@conferencekeeper.org.
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
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 9,000.1

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.

<table>
<thead>
<tr>
<th>Inside Back Cover (C3)</th>
<th>Outside Back Cover (C4)</th>
<th>Outside Back Cover (C5)</th>
<th>Inside Full Page (No. 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/Grayscale</td>
<td>Inquire</td>
<td>Inquire</td>
<td></td>
</tr>
<tr>
<td>5” (w) x 8” (h)</td>
<td>5” (w) x 8” (h)</td>
<td>5” (w) x 4.5” (h)</td>
<td></td>
</tr>
<tr>
<td>1X - $450</td>
<td>1X - $1200</td>
<td>1X - $625</td>
<td>1X - $355</td>
</tr>
<tr>
<td>2X - $850</td>
<td>2X - $2160</td>
<td>2X - $1125</td>
<td>2X - $680</td>
</tr>
<tr>
<td>3X - $1200</td>
<td>3X - $3240</td>
<td>3X - $1688</td>
<td>3X - $960</td>
</tr>
<tr>
<td>4X - $1500</td>
<td>4X - $4200</td>
<td>4X - $2250</td>
<td>4X - $1200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inside 1/2-page (No. 2)</th>
<th>Inside 1/4-page (No. 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/Grayscale</td>
<td></td>
</tr>
<tr>
<td>5” (w) x 4” (h)</td>
<td></td>
</tr>
<tr>
<td>1X - $200</td>
<td>1X - $130</td>
</tr>
<tr>
<td>2X - $390</td>
<td>2X - $255</td>
</tr>
<tr>
<td>3X - $555</td>
<td>3X - $370</td>
</tr>
<tr>
<td>4X - $700</td>
<td>4X - $475</td>
</tr>
</tbody>
</table>

1. The hard copy circulation is approximately 8,000 and the digital copy circulation is approximately 1,000.
## Advertising Guidelines

- All advertisements must meet NGS’s criteria for quality of design and typesetting.
- Electronic ads in TIFF format and grayscale mode are preferred. 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.

### Advertising Rates: NGS Magazine

<table>
<thead>
<tr>
<th>Inside Cover (C2) Black/Grayscale (8.5” x 11” bleed)</th>
<th>Inside Cover (C3) Black/Grayscale (8.5” x 11” bleed)</th>
<th>Outside Cover (No. 1) Black/Grayscale (7.5” x 5&quot;)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X - $1200</td>
<td>1X - $700</td>
<td>1X - $625</td>
</tr>
<tr>
<td>2X - $2160</td>
<td>2X - $1260</td>
<td>2X - $1125</td>
</tr>
<tr>
<td>3X - $3240</td>
<td>3X - $1890</td>
<td>3X - $1688</td>
</tr>
<tr>
<td>4X - $4200</td>
<td>4X - $2520</td>
<td>4X - $2250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inside 2/3-page Horizontal (No. 2H) or Vertical (No. 2V) Black/Grayscale</th>
<th>Inside 2/3-page Horizontal (No. 3H) or Vertical (No. 3V) Black/Grayscale</th>
</tr>
</thead>
<tbody>
<tr>
<td>H - 7.5” x 6”</td>
<td>H - 7.5” x 4.75”</td>
</tr>
<tr>
<td>V - 4.5” x 9.75”</td>
<td>V - 3.5” x 9.75”</td>
</tr>
<tr>
<td>1X - $295</td>
<td>1X - $215</td>
</tr>
<tr>
<td>2X - $531</td>
<td>2X - $387</td>
</tr>
<tr>
<td>3X - $797</td>
<td>3X - $581</td>
</tr>
<tr>
<td>4X - $1000</td>
<td>4X - $774</td>
</tr>
</tbody>
</table>

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

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

Questions?

Contact:
NGS Advertising
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 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).
ADVERTISE!

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