

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.

Size	Dimensions	1 month		3 months		6 months	
		NGS Member	Non-Member	NGS Member	Non-Member	NGS Member	Non-Member
Single unit	3" x 2.5"	\$40	\$50	\$110	\$130	\$200	\$240
Double unit	3" x 5"	\$75	\$90	\$200	\$240	\$380	\$430
Triple unit	3" x 7.5"	\$110	\$130	\$300	\$345	\$550	\$620

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

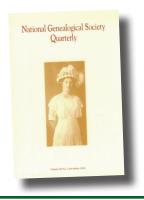
NAME OF ORGANIZATION:							
CONTACT PERSON:							
CONTACT EMAIL:	PHONE:						
WEBSITE ADS: HOW LONG WOULD YOU LIKE THE AD TO RUN:							
☐ 1 MONTH ☐ 2 MONTHS ☐ 3 MONTHS	OTHER:						
DATE YOU WOULD LIKE THE AD TO START:							
EMAIL ADS: SPECIFIC DATE/S (SUNDAYS) YOU WOULD LIKE TO BE AN EMAII	L SPONSOR						
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.



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 ads@ngsgenealogy.org Phone: (703) 525-0050

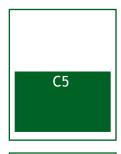
Advertising Rates: National Genealogical Society Quarterly

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.









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

No. 2

No. 3

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

ADVERTISE!



Advertising Guidelines

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- ☑ 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.
- ☑ Due Dates: Jan/Feb/Mar issue: 1 Nov. Apr/May/Jun 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.

Questions?

Contact:

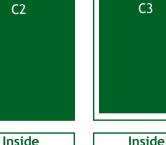
NGS Advertising ads@ngsgenealogy.org Phone: (703) 525-0050

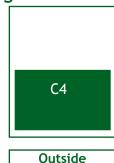
Want to reach thousands of genealogists who are looking for quality goods and services?

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).

Advertising Rates: NGS Magazine









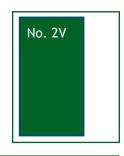
Front Cover (C2) Black/Grayscale (8.5" x 11" bleed) 1X - \$1200 2X - \$2160 3X - \$3240 4X -\$4200

Back Cover (C3) Black/Grayscale (8.5" x 11" bleed) 1X -\$700 2X - \$1260 3X - \$1890 4X - \$2520

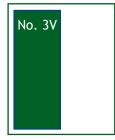
Back Cover (C4) Black/Grayscale $(7.5" \times 5")$ 1X -\$625 2X - \$1125 3X - \$1688 4X - \$2250

Inside Full Page (No. 1) Black/Grayscale $(7.5" \times 9.75")$ 1X -\$355 \$639 2X -\$959 3X -4X -\$1278









Inside 2/3-page Horizontal (No. 2H) or Vertical (No. 2V) Black/Grayscale H - 7.5" x 6" V - 4.5" x 9.75" \$295 1X -2X -\$531 \$797 3X -4X -\$1000

Inside 1/2-page Horizontal (No. 3H) or Vertical (No. 3V) Black/Grayscale H - 7.5" x 4.75" V - 3.5" x 9.75" 1X -\$215 \$387 2X -3X -\$581 4X -\$774

(continued)

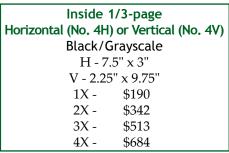
ADVERTISE!

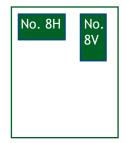


Advertising Rates: NGS Magazine









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