



NATIONAL
GENEALOGICAL
SOCIETY®

Media Kit

ConferenceKeeper.org

NGS Magazine

NGS Quarterly



Website Advertising Rates

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 everyone to both use and to submit events for inclusion on the calendar.

To provide additional visibility for genealogy-related events, products, and services, as well as to help defray operating costs, advertising space is available for a fee.

We offer two types of advertising space: Sidebar ads, which appear on the sides of most pages of the website, and Email Sponsorship, which appears at the top of the weekly newsletter, and is also reproduced on the website's Blog page. Advertising **MUST** be relevant to genealogy and family history.

Sidebar Advertising

Email Sponsorship

PLACEMENT	<p>Ads will be placed in all of the following locations:</p> <p>(1) On the left or right sidebar. Sidebars appear on most of the website's pages.</p> <p>(2) Single-unit ads are also included in a random rotating gallery at the top of the left sidebar. This way all ads will spend time "above the fold" and highly visible.</p>	<p>Only one sponsorship is accepted for each weekly email newsletter, and will appear at the top of the email. The email, including the sponsor ad, is also reproduced as a blog post on the website.</p> <p>The email reaches 6,600 engaged genealogists, with an open rate averaging 53%, and click-thru averaging 10%.</p> <p>Sponsorship ads may be reserved in advance, with a limit of one per organization per month.</p>
SIZE REQUIREMENTS	<p>All single unit ads will appear on the sidebars at 300 pixels wide by 250 pixels high. Original artwork for a single-size ad should be sized to any proportion equal to 3x2.5, whether inches, picas, or pixels (example: 6" x 5"). Please provide your ad artwork in either .PNG or .JPG format. Color settings will appear best if set to web/RGB colors.</p> <p>See the website for examples.</p>	<p>Sponsorship ad artwork should be provided in the size of 8"x3". It may appear larger or smaller depending on how a user is viewing it (i.e., phone, tablet, or computer). Ads may be a combination of image and text, and will also be linked to the URL that you provide.</p> <p>If you already have a sidebar ad and would like to just ad text to the side, please let me know and I can create the 8x3 ad for you.</p>
PRICING	<p>See the chart below for both NGS Member and Non-Member pricing.</p> <p>National Genealogical Society member organizations may request one free single 1-month ad per year.</p>	

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	\$140	\$220	\$275
Double unit	3" x 5"	\$75	\$95	\$210.	\$270	\$400	\$520
Triple unit	3" x 7.5"	\$110	\$140	\$310	\$400	\$600	\$770
Email SPONSOR	8" x 3"	\$40	\$50				

Please see the website for ad examples - www.ConferenceKeeper.org/blog.

If you would like to proceed with advertising, please fill out and return the advertising form.



Advertising Request

NAME OF ORGANIZATION: _____

CONTACT PERSON: _____

CONTACT EMAIL: _____ **PHONE:** _____

SEND INVOICE TO: _____ Organization member requesting

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 _____

Please note: Sponsorships may be reserved in advance, and not all dates are available.
Please contact info@conferencekeeper.org for current available dates.

FOR BOTH WEBSITE AND/OR EMAIL ADS:

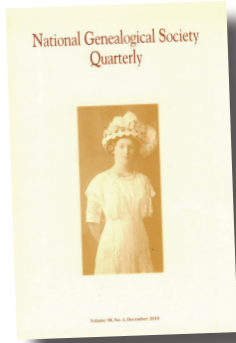
URL/WEBSITE ADDRESS THAT IMAGE SHOULD LINK TO _____

The invoice will be emailed once the ad has been posted, and is due upon receipt.
Electronic payment instructions are included on the invoice. Checks may be mailed to:
National Genealogical Society, PO Box 128, Annapolis Junction, MD 20701-0128

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



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 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.

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/June 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

C3	C4	C5	No. 1
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		

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

ADVERTISE!



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.
- ☑ Due Dates:
 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.

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?

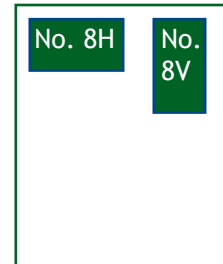
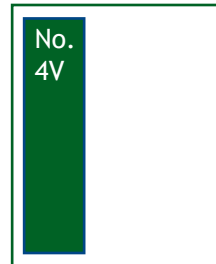
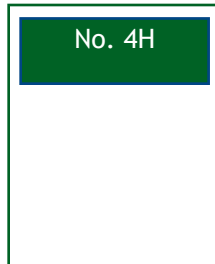
Place your ad in the *NGS Magazine*. It will be viewed by 9,000 serious genealogists, and it will live on in home and reference libraries nationwide for years to come. In addition, NGS members will see your ad in the online digitized version of the *NGS Magazine* at the NGS website (www.ngsgenealogy.org).

Advertising Rates: *NGS Magazine*

C2	C3	C4	No. 1
Inside Front Cover (C2) Black/Grayscale (8.5" x 11" bleed)	Inside Back Cover (C3) Black/Grayscale (8.5" x 11" bleed)	Outside Back Cover (C4) Black/Grayscale (7.5" x 5")	Inside Full Page (No. 1) 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
No. 2H	No. 2V	No. 3H	No. 3V
Inside 2/3-page Horizontal (No. 2H) or Vertical (No. 2V) Black/Grayscale		Inside 1/2-page Horizontal (No. 3H) or Vertical (No. 3V) 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	

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