

## Online Banner Advertising Information

### GENERAL SPECIFICATIONS:

**Marquee Banner Dimensions: 468 pixels** (width) by **60 pixels** (height)

**Square Banner Dimensions: 150 pixels** (width) by **150 pixels** (height)

**Resolution:** 72 dpi

**Color mode:** RGB

**Max File Size:** 40k

**Accepted File Type:** must be either .jpg or .gif format

**Submission of files:** email to [pr@nthecc.org](mailto:pr@nthecc.org)

**MARQUEE FRONT PAGE BANNER: 468 x 60**

**SQUARE  
BANNER:**

**150 x 150**

### **REQUEST FOR DESIGN:**

If the NTHECC is designing your banner advertisement, please follow the instructions below carefully:

**STEP #1 – GETTING STARTED:** We will need the following information about your organization before we can get started designing your banner:

#### **CHECKLIST:**

- Digital version of logo
- 1-4 lines of copy (i.e. headline, subhead)
- URL for Banner to link to (i.e. 'www.acmewidgets.com')
- Any other helpful information that may be useful
- Contact Details (Company, Name, Email, Phone)

**Note:** *Each banner includes one round of revisions. If additional revisions are required, an additional fee will be charged. All banners are static HTML unless specified. Additional frames/animation may be added for an additional cost per frame with a 3-frame maximum. For exact pricing and animation options, please reference our **Online Advertising Pricing** on the following pages.*

**STEP #2 – SUBMIT INFORMATION:** Once you've completed all items in the above checklist, email all items to [pr@nthecc.org](mailto:pr@nthecc.org) \*\*Be sure to include your contact information.

**STEP #3 – PRODUCTION:** Please allow 7-14 business days for design and production.

#### **STEP #4 – APPROVAL & UPLOAD**

**Additional Info & Questions:** Please email [pr@nthecc.org](mailto:pr@nthecc.org)

## Print Advertising Information

### Print Design Specs:

- **Full Page Ad Dimensions: 7.5"w x 10"h** (*no bleed allowed*)
- **Half Page Ad Dimensions: 7.5"w x 4.75"h** (*no bleed allowed*)
- **Quarter Page Ad Dimensions: 3.62 x 4.75"h** (*no bleed allowed, Black & White only*)
- **Inside Back Cover Dimensions: 7.75"w x 11"h** (*no bleed allowed*)
- **Back Cover Dimensions: Trim size is 8.5"w x 11"h**  
(*NOTE: Bleed size is 8.75" x 11.25"*)

**NOTE:** In order to ensure high quality printing, all files must be print resolution at 300 dpi.

### Accepted Print Advertising File Types:

- Preferred: High Resolution (300 dpi) .PDF file with fonts embedded
- Accepted: High Resolution (300dpi) .JPEG (CMYK or Grayscale)
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### File Submission:

- Please submit via email to Nanette Bruce at [directory@nthecc.org](mailto:directory@nthecc.org)
- For any general questions please call (559) 431-3774

## Advertising Packages & Pricing Information

<b>NTHECC Print &amp; Web Advertising Packages</b>	
Increase exposure with our print and web package. Each of the packages below includes your selected print advertisement as well as a color <b>Square Banner Ad (150px x 150px)</b> that will appear on our website <a href="http://www.nthecc.org">www.nthecc.org</a> . <i>Please reference design specs.</i>	
<b>FULL PAGE PACKAGES</b>	
<b>Full Page</b> – Color	\$1,400.00
<b>Full Page</b> – Black & White	\$1,000.00
<b>HALF PAGE PACKAGES</b>	
<b>Half Page</b> – Color	\$1,000.00
<b>Half Page</b> – Black & White	\$600.00
<b>PREMIUM BACK COVER PACKAGES</b>	
<b>Inside Back Cover Full Page</b> – Color ( <i>1 available</i> )	\$2,500.00
<b>Back Cover Full Page</b> – Color ( <i>1 available</i> )	\$3,000.00

<b>NTHECC Print Only Advertising</b>	
All ads in this section will <u>only</u> be displayed in the Directory.	
<b>FULL PAGE ADS</b>	
<b>Full Page</b> – Color	\$1,000.00
<b>Full Page</b> – Black & White	\$770.00
<b>HALF PAGE ADS</b>	
<b>Half Page</b> – Color	\$700.00
<b>Half Page</b> – Black & White	\$412.50
<b>QUARTER PAGE ADS</b>	
<b>Quarter Page</b> – Black & White	\$250.00

*(Continued...)*



# 2015 NTHECC Print & Online Advertising Information

NTHECC Online Advertising Pricing	
<b>Marquee Front Page Banner Ad (468x60)</b> NOTE: <i>Only a limited amount of Marquee banner ads are available</i>	<b>\$750.00</b>
Additional Frame Animation - Up to 3 frames <b>maximum</b> - Pricing is <u>per</u> additional frame	\$150.00
<b>Square Banner Ad (150x150)</b> NOTE: <i>Only a limited amount of Marquee banner ads are available</i>	<b>\$300.00</b>
Additional Frame Animation - Up to 3 frames <b>maximum</b>  Pricing is <u>per</u> additional frame	\$100.00
<b>Additional Design Revisions (per hour)</b>	\$100.00