



2016 NTHECC Print & Online Advertising Information

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

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 **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

VERY IMPORTANT NOTE: THE DEADLINE FOR ADVERTISERS IS AUGUST 15, 2015

Design Fees & Options: If you need design revisions, ad adjustments or a complete ad built, design services will be billed separately at a rate of \$100.00 per hour, on an individual basis depending on your needs.

Please contact Richard Bruce at pr@nthecc.org for more information.

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
- For any general questions please call (559) 431-3774

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Advertising Packages & Pricing Information

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

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

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NTHECC Online Advertising Pricing	
Marquee Front Page Banner Ad (468x60)	\$750.00
NOTE: <i>Only a limited amount of Marquee banner ads are available</i>	
Additional Frame Animation	\$150.00
- Up to 3 frames maximum	
- Pricing is per additional frame	
Square Banner Ad (150x150)	\$450.00
NOTE: <i>Only a limited amount of Marquee banner ads are available</i>	
Additional Frame Animation	\$100.00
- Up to 3 frames maximum	
<i>Pricing is per additional frame</i>	
Additional Design Revisions (per hour)	\$100.00

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