

## 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)

**IMPORTANT NOTE: THE DEADLINE FOR ADVERTISERS IS AUGUST 31, 2020**

\*\*\*\***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](mailto: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 Front Cover Dimensions: 7.75"w x 11"h** (*no bleed allowed*)
- **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)

### ***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

**IMPORTANT NOTE:**  
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# 2021 NTHECC Print & Online Advertising Information

## 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 – Color</b>	\$1,500.00
<b>Full Page – Black &amp; White</b>	\$1,100.00
<b>HALF PAGE PACKAGES</b>	
<b>Half Page – Color</b>	\$1,100.00
<b>Half Page – Black &amp; White</b>	\$700.00
<b>PREMIUM COVER PACKAGES</b>	
<b>Inside Front Cover – Full Page Color (1 available)</b>	\$3,500.00
<b>Inside Back Cover Full Page – Color (1 available)</b>	\$3,000.00
<b>Back Cover Full Page – Color (1 available)</b>	\$3,500.00

<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 – Color</b>	\$1,100.00
<b>Full Page – Black &amp; White</b>	\$870.00
<b>HALF PAGE ADS</b>	
<b>Half Page – Color</b>	\$800.00
<b>Half Page – Black &amp; White</b>	\$475.00
<b>QUARTER PAGE ADS</b>	
<b>Quarter Page – Black &amp; White</b>	\$250.00

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# 2021 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>\$775.00</b>
Additional Frame Animation - Up to 3 frames <b>maximum</b> - Pricing is <u>per</u> additional frame	\$150.00
<b>RE-RUN or Provided Square Banner Ad (150x150)</b> NOTE: <i>Only a limited amount of Marquee banner ads are available</i>	<b>\$475.00</b>
<p><b>***Cost listed is for a provided design (per our specs) from the client. NOTE: there is an additional Ad creation fee for ads that need to be created.</b></p> <p><b>Ad build/creation fee is an additional \$150.</b></p>	
Additional Frame Animation - Up to 3 frames <b>maximum</b>	\$100.00
<i>Pricing is <u>per</u> additional frame</i>	
<b>Additional Design Revisions (per hour)</b>	<b>\$100.00</b>

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