

Advertising and Sponsorship Publication and Ad Specifications

Media & Advertising Packages

Business Credit Magazine General Information

Software: Adobe Creative Suite 4

Printing process: Web full-run

Trim size: 8.125 x 10.875"

Number of columns: 2

Business Credit ad specifications (no bleeds):

1/3 vertical 3.75 x 6.5

1/3 horizontal 7.125 x 3.25

½ vertical 3.75 x 9.875

½ horizontal 7.125 x 5

¼ vertical 3.75 x 5

Business Credit Ad Submission Deadlines

May 2019 issue

Commitment by March 1 • Ad by March 15

June 2019 issue

Commitment by April 5 • Ad by April 19

Please see below for deadlines for other 2019 issues of Business Credit.

File Formats

We are Macintosh-based, primarily using Adobe InDesign, Photoshop and Illustrator. A hi-res PDF format with fonts embedded is preferred. No Microsoft applications or PDFs created from Microsoft applications.

File Submission and Print Guidelines

- We accept art on CD-ROM, through FTP, or by email (if less than 10MB).
- All images must be at least 300 dpi. Do not use GIFs or JPEGs.
- All fonts must be provided or embedded in files.
- Images and text must be in CMYK or grayscale. All specified colors should not exceed a total value of 300% (the total percent of C+M+Y+K when added).
- Crop marks must be in place, colored as "registration" and should be incorporated with an offset of 12pts.
- Line weight should not measure less than 0.25pt.

If you have any questions regarding these specifications, please contact Robin An or Angela Culver at 410-740-5560.

eNews ad specifications:

NACM's eNews Weekly Update is distributed Thursdays via email to more than 17,000 members and subscribers. It is also posted on the NACM website.

The ad size for eNews is 225 x 350 pixels.

Acceptable file formats: GIF, HTM, JPEG, TIFF, PDF. Flash programs are not accepted due to format viewing restrictions. Your ad should display properly no matter what background color exists on the web page. Current web page background color is white. DO NOT submit an ad with a transparent background.

Credit Congress App banner ad specifications:

Acceptable file formats: JPEG or GIF

Mobile specifications: 640px wide by 100px high

Tablet specifications: 460px wide by 200px high

Push Notification – Text – based on approval

Credit Congress home page ad specifications:

Acceptable file formats: JPEG or GIF

Web specifications: 385px wide by 270px high

ePostcard:

Acceptable file formats: JPEG or GIF

Include link address

Specifications: 550px wide by 350px high

OR

Provide company logo and text and we will arrange

Attendee Reminder email and Attendee Thank You email

600 pixels wide

135 pixels high

Submit as PNG or JPEG file

Include website link

Sponsorship Packages

Logo specifications:

We prefer Illustrator EPS format. If not available, either JPEG or TIFF in high resolution (300 dpi), at least 5" wide.

NACM must approve any content (written or artistic) that will be published, printed, displayed or distributed as part of our Advertising/Media and Sponsorship Packages. NACM may reject, cancel or request alternation to any material submitted as a part of this process at its sole discretion.

Magazine Deadlines

2019 Issue	Space Reservation	Materials Due	Expected Delivery
January	Friday, Nov 2, 2018	Friday, Nov 16, 2018	January 1
February	Friday, Nov 30, 2018	Friday, Dec 14, 2018	February 1
March	Friday, Jan 4, 2019	Friday, Jan 18, 2019	March 1
April	Friday, Feb 1	Friday, Feb 15	April 1
May	Friday, Mar 1	Friday, Mar 15	May 1
June	Friday, Apr 5	Friday, Apr 19	June 1
July/August	Friday, May 31	Friday, Jun 14	August 1
September/October	Friday, Aug 2	Friday, Aug 16	October 1
November/December	Friday, Sep 6	Friday, Sep 20	November 1

Collection agencies are ineligible to participate in any promotional, advertising or sponsorship opportunities.