

Business Credit Print Production Specifications

Printing process: Web full-run

Trim size: 8.125" × 10.875"

Number of columns: 3

Number of pages: 32 plus cover

Binding method: Saddle stitched

File Preparation

Preferred file format: PDF with high-resolution CMYK or grayscale images and all fonts embedded. No PDFs created from Microsoft applications.

Image resolution: 300 dpi

Color: 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).

Convert any spot colors to process.

Page Layout: Crop marks must be in place, colored as "registration" and should be incorporated with an offset of 12 pts. Line weight should not measure less than 0.5 pt. When bleed is required for a full-page ad, provide 0.125" beyond the trim area.

Submission: Upload art to an FTP site, or email it to Annacaroline Caruso at annacarolinec@nacm.org (if less than 10MB).

For all inquiries, contact Annacaroline Caruso at annacarolinec@nacm.org or call 410-740-5560. If you have any questions regarding these specifications, please contact Robin An at robina@nacm.org, Tina Widzbor at tinaw@nacm.org, or call 410-740-5560.

NON-BLEED STANDARD AD DIMENSIONS

Full page 7.125" × 9.875"

1/2 vertical 3.75" × 9.875"

1/2 horizontal 7.125" × 5"

1/3 vertical 3.75" × 6.5"

1/3 horizontal 7.125" × 3.25"

1/4 vertical 3.75" × 5"

BLEED DIMENSIONS

Full page 8.125" × 10.875"
(trim size)

Spread 16.25" × 10.875"
(trim size)

2024 Business Credit Editorial Calendar

| ISSUES | MATERIALS DUE | EXPECTED DELIVERY |
|--------------------------|--------------------|-------------------|
| January | November 10, 2023 | January 1, 2024 |
| February | December 11, 2023 | February 1, 2024 |
| March | January 12, 2024 | March 1, 2024 |
| April | February 12, 2024 | April 1, 2024 |
| May | March 12, 2024 | May 1, 2024 |
| June | April 11, 2024 | June 1, 2024 |
| July/August | June 11, 2024 | August 1, 2024 |
| September/October | July 16, 2024 | September 1, 2024 |
| October Digital* | September 16, 2024 | October 1, 2024 |
| November/December | September 12, 2024 | November 1, 2024 |
| December Digital* | November 14, 2024 | December 2, 2024 |

* Available exclusively through the Business Credit app.

File Specifications for Digital Ads

File format: JPEG, PNG or PDF with all fonts embedded. Flash programs are not accepted due to format viewing restrictions. All digital files should be set at 72 dpi.

All brand messaging and logos should be included in the ad. The ad should display properly regardless of the background color on the web page or in emails. **DONOT** submit an ad with a transparent background.

Submission: Send your ad and a click-through URL to Annacaroline Caruso at annacarolinec@nacm.org.

DIGITAL ADS

Business Credit Magazine (Digital) 1400 h x 400 v

eNews Weekly Update 940 h x 1400 v

Credit Essentials 1400 h x 400 v

NACM Homepage Slider 3604 h x 930 v

ePostcard 1100 h x 700 v

Attendee Reminder Email and Attendee Thank You Email 1200 h x 270 v

Sponsorship Packages 5" wide, EPS (vector) or JPEG in 300 dpi

Online Expo Floor Ad 940px x 1400px, RGB color, JPEG or PNG file.

Business Credit is a powerful resource from NACM available at bcm.nacm.org and on the NACM Business Credit app.

eNews is NACM's premier electronic newsletter. It is delivered to 15,000 members and subscribers every Thursday. It is also posted on the NACM website for one week. There is a limit of two featured ads in each issue (listed on a first come, first served basis).

Credit Essentials, an overview of all major events, offerings, education, and highlights provided by NACM, is delivered to 15,000 inboxes at the start of each month.

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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.

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