

Advertising and Sponsorship Publication and Ad Specifications

Business Credit Magazine General Information

Software: CC 2018

Printing process: Web full-run

Trim size: 8.125 x 10.875"

Number of columns: 2

Number of pages: 48, plus cover

Binding Method: Saddle stitched

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

File Formats

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

- Submit 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 Tina Widzbor at 410-740-5560.

eNews ad specifications:

NACM's eNews Weekly Update is distributed Thursdays via email to more than 18,000 members and subscribers. 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)

The ad size for eNews is 470 x 700 pixels

Artwork and accompanying URL must be received by Tuesday, 5:00pm eastern time, the week of the issue.

> Specs for NACM eNews Advertising

Acceptable file formats: GIF, HTM, JPEG, TIFF, PDF, Animated

GIF. 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

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.

2020 Issue	Space Reservation	Materials Due	Expected Delivery
January	Friday, Nov 1, 2019	Friday, Nov 15, 2019	January 1
February	Friday, Nov 29, 2019	Friday, Dec 13, 2019	February 1
March	Friday, Jan 3, 2020	Friday, Jan 17, 2020	March 1
April	Friday, Jan 31, 2020	Friday, Feb 14, 2020	April 1
May	Friday, Feb 28, 2020	Friday, Mar 13, 2020	May 1
June	Friday, Apr 3, 2020	Friday, Apr 17, 2020	June 1
July/August	Friday, May 29, 2020	Friday, Jun 12, 2020	August 1
*September	Friday, Aug 28, 2020	Friday, Sep 11, 2020	————
September/October	Friday, Jul 31, 2020	Friday, Aug 14, 2020	October 1
*November	Friday, Oct 30, 2020	Friday, Nov 13, 2020	————
November/December	Friday, Oct 2, 2020	Friday, Oct 16, 2020	December 1

* digital editions, not available in print

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