

Business Credit Magazine (Print Edition) General Information

Software: CC 2022

Printing process: Web full-run

Trim size: 8.125 x 10.875"

Number of columns: 3

Number of pages: 40 plus cover

Binding method: Saddle stitched

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 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.

Non-Bleed Standard Ad Dimensions	
Full page	7.125 x 9.875"
½ vertical	3.75 x 9.875"
½ horizontal	7.125 x 5"
⅓ vertical	3.75 x 6.5"
⅓ horizontal	7.125 x 3.25"
¼ vertical	3.75 x 5"

Bleed Dimensions	
(add 0.125" bleeds all around with trim marks)	
Full page – Trim size	8.125 x 10.875"
Spread – Trim size	16.25 x 10.875"

Issues and Closing Dates

2023 Issue	Space Reservation	Materials Due	Expected Delivery
January	October 25, 2022	November 8, 2022	January 1, 2022
February	November 23, 2022	December 9, 2022	February 1, 2023
March	December 29, 2022	January 12, 2023	March 1, 2023
April	January 25, 2023	February 8, 2023	April 1, 2023
May	February 28, 2023	March 14, 2023	May 1, 2023
June	March 28, 2023	April 11, 2023	June 1, 2023
July/August	May 30, 2023	June 13, 2023	August 1, 2023
September/October	July 3, 2023	July 17, 2023	September 1, 2023
*October Digital	September 1, 2023	September 18, 2023	October 1, 2023
November/December	August 30, 2023	September 13, 2023	November 1, 2023
*December Digital	November 3, 2023	November 17, 2023	December 1, 2023

* Available exclusively through the Business Credit app.

Digital Ads General Information

File Formats and Specifications

JPEG, PNG, or PDF with fonts embedded. Flash programs are not accepted due to format viewing restrictions. All digital files should be set at 72 dpi. Your ad should display properly no matter what background color exists on the web page. DO NOT submit an ad with a transparent background.

Digital Ads	
<i>Business Credit Magazine</i>	1400 × 400
<i>eNews Weekly Update</i>	940 × 1400
Credit Essentials	1400 × 400
NACM home page slider	3604 × 930
<i>Week in Review</i>	1400 × 400

eNews Ad

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 940 X 1400 pixels. Artwork and accompanying URL must be received by Tuesday, 5pm eastern time, the week of the issue.

ePostcard

File formats: JPEG, GIF or PNG

Dimensions: 550 pixels wide by 350 pixels high

Include web link/address.

OR

Provide company logo and text and we will arrange.

Attendee Reminder email and Attendee Thank You email

File formats: PNG or JPEG

Dimensions: 600 pixels wide by 135 pixels high

Include web link.

Sponsorship Packages

File format: EPS (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.

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