



NSBA 2016 Publishing Schedule

January/February
Deadline
December 15, 2015

March/April
Deadline
March 31, 2016

May/June
Deadline
May 31, 2016

July/August
Deadline
July 29, 2016

September/October
Deadline
September 16, 2016

November/December
Deadline
November 18, 2016

Contact

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FOCUS

To Serve, Promote and Protect Business

Put Your Advertising in FOCUS

Focus your marketing with an advertisement in FOCUS, the bi-monthly newsletter of the NSBA. Delivered electronically by email, FOCUS is distributed to the NSBA's approximately 800 members. Member company designates are also encouraged to distribute FOCUS among their colleagues, giving each issue of FOCUS the potential to reach tens of thousands of readers. FOCUS is also available online at: www.nsbask.com

Rates and Specifications

Size	Dimensions in pixels	Rate
Full Page	562 x 750	\$ 550.00
Half Page	562 x 365	\$ 325.00
1/4 Horizontal	562 x 172	\$ 200.00
1/4 Vertical	271 x 365	\$ 200.00
1/8 Horizontal (Business Card)	271 x 172	\$ 150.00
Multiple Insertion Discounts	2-4 ADS	10 % OFF
	5-6 ADS	20 % OFF

All advertisements must adhere to the dimensions listed above. Acceptable file formats include JPEG. Preferred/recommended resolution is 300 ppi.

All advertisements must be "camera-ready," High definition PDF is also acceptable. The NSBA does not provide graphic design services.

