



NSBA 2015 Publishing Schedule

January/February
Deadline
December 15/2014

March/April
Deadline
February 15, 2015

May/June
Deadline
April 15/2015

July/August
Deadline
June 27, 2015

September/October
Deadline
August 15, 2015

November/December
Deadline
October 15, 2015

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

	Dimensions	Rate
Full Page	7.5" w x 10" h	\$550
Half Page	7.5" w x 4.875" h	\$325
1/4 Horizontal	7.5" w x 2.3" h	\$200
1/4 Vertical	3.625" w x 4.875" h	\$200
1/8 Horizontal (Business Card)	3.625" w x 2.3" h	\$150
Multiple Insertion Discounts:*	2-4 ads	5-6 ads
<i>"Must run with 12-month fiscal year"</i>	10% off	20% off

All advertisements must adhere to the dimensions listed above. Acceptable file formats include JPG, EPS and TIFF in CMYK colour mode. Preferred/recommended resolution is 300 ppi. All advertisements must be "camera-ready," The NSBA does not provide graphic design services.

