



NSBA 2018 Publishing Schedule

January/February
Deadline
January 22, 2018**

March/April
Deadline
March 19, 2018**

May/June
Deadline
May 21, 2018**

July/August
Deadline
July 23, 2018**

September/October
Deadline
September 21, 2018**

November/December
Deadline
November 19, 2018**

**Deadlines are flexible
(within reason)

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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 membership of nearly 2000 subscribers. 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

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

