



NSBA 2019 Publishing Schedule

January/February
Deadline
January 29, 2019**

March/April
Deadline
March 26, 2019**

May/June
Deadline
May 28, 2019**

July/August
Deadline
July 29, 2019**

September/October
Deadline
September 30, 2019**

November/December
Deadline
November 26, 2019**

**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 over 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	\$ 350.00
1/4 Horizontal	562 x 172	\$ 225.00
1/4 Vertical	271 x 365	\$ 225.00
1/8 Horizontal (Business Card)	271 x 172	\$ 175.00

- 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.

