



The NCISS Report

Advertising Specifications, Ad Sizes and Pricing

Artwork Requirements:

All digital color and greyscale artwork must be at least 300 dpi. Line art must be at least 1200 dpi. High-resolution PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing as they are generally 72 dpi. All color artwork must be in CMYK mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if they are not embedded in the file.

All PDF files must be PDFX-1a. This format automatically embeds all fonts and placed images. Revisions will be charged at an hourly fee of \$75 per hour.

The Report does not have bleeds. Gutter must be excluded from the “live area” when deciding on exact measurements. Refer to the chart below for exact sizing. All sizes are in inches and width size is given first.

AD SIZE	TRIM SIZE (Live Area)
Full Page	7.5 x 10"
½ Page Horizontal	7.5 x 4.8"
½ Page Vertical	3.66" x 10"
1/3 Page Horizontal	7.5 x 3.2"
1/3 Page Vertical	2.49 x 9.88"
1/4 Page Horizontal	4.93 x 3.66"
1/4 Page Vertical	3.66 x 4.93"
Business Card Horizontal	3.5 x 2.4"
Business Card Vertical	2.5 x 3.5"

Advertising Rates:

Full-Color Rates	1x	2x
Outside Back Cover	\$1,750.00	\$1,500.00 each
Inside Front or Inside Back Cover	\$1,500.00	\$1,250.00
Full Page	\$1,250.00	\$1,000.00
½ Page	\$750.00	\$500.00
1/3 Page	\$550.00	\$350.00
1/4 Page	\$400.00	\$250.00
Business Card	\$150.00	\$100.00

Black & White Rates	1x	2x
Full Page	\$850.00	\$800.00 each
½ Page	\$450.00	\$400.00
1/3 Page	\$275.00	\$225.00
1/4 Page	\$200.00	\$175.00
Business Card	\$75.00	\$65.00

The Report is published twice yearly, in the Spring and in the Fall. Each run is 2,000 to 2,500 copies, which are mailed to NCISS members and distributed at regional and national conferences and seminars around the country, including at the annual Hit the Hill campaign in Washington, DC. Each issue is also posted on the NCISS web site (nciss.org) in PDF format, where it can be assessed by members and the public at large, increasing the potential audience for advertisers.

The deadline for artwork is January 15 for the Spring issue and July 15 for the Fall issue. Camera ready artwork can be sent to the editor in digital format, as noted above, to editor@nciss.org. Invoicing is handled by the executive director at nciss@comcast.net. You can email any questions to the editor or phone (800) 310-8857. The executive director can be reached at (800) 445-8408.

