

2019 NAPBS Journal Advertising Contract

Looking for a way to increase your visibility with NAPBS members? NAPBS offers advertising opportunities in the *Journal*, a members-only publication for approximately 5,000 background screening professionals. Published 6 times per year, the e-magazine contains exclusive NAPBS content in each edition. For an example of this interactive publication, see the July-August 2018 Journal [here](#).

Journal advertising comes in a variety of sizes and options to fit your budget and desired visibility. Full page, Half-Page, and Third-Page ad sizes are available for full-year purchase or a la carte. With the ad you will receive a complimentary hyperlink to your website. Each edition of the NAPBS *Journal* is available on the [Publications page](#) of the NAPBS website for all members to access long after the initial publication.

Examples of Full page, Half-Page, and Third-Page ads:

NAPBS reserves the right to refuse an ad or return an ad for editing at its sole discretion.

Award System for *Journal* Advertising

- Advertisers must not be delinquent in any payments to NAPBS.
- Advertisers purchasing at the NAPBS member rate must maintain current NAPBS membership. If the advertiser does not renew their NAPBS membership for the 2019 year they will be invoiced the difference between the member and non-member ad rates.
- Ad placement for 2019 will be awarded based on advertising points accumulated (Thursday Letter, *Journal*, and webinars combined). Only the points for the previous two years will count towards ad placement for the upcoming year. The company with the highest number of ad points has the first selection, the company with the second highest number of points has the

second selection, and so forth. In the event of a “tie,” the Journal editor will make final placement decisions.

- When advertising opens, NAPBS will contact each company in order of points. Each company will have a certain amount of time to secure their selection with completed contract and payment. If an advertiser doesn’t secure an ad space during their appointed time they may select advertising during the open period after **December 15**.
- Ads will be awarded by points until **December 15**, at which point advertising will open to all members on a first come first served basis.

Journal advertising points are accumulated as follows:

Full-page – 9 points per ad purchased, or 54 points for full year

Half-page – 4.5 points per ad purchased, or 27 points for full year

Third-page – 3 points per ad purchased, or 18 points for full year

Page 2 Ad – 11.5 points per ad purchased, or 68.5 points for full year

Ad Placement

Exact ad placement will vary throughout the year. Ad placement is determined by the editor based on the best fit for the content of each issue. The only exception is “Page 2” advertisements, which will always appear on page 2 of an issue. Preference is given to advertisers with a Full-Year (6 issues) advertising contract. Advertisers may update the ad with each issue as long as advertising deadlines are met. The ad from the previous *Journal* issue will be used if an update is not received by the advertising deadline. **See page 5 for digital specifications.**

Add-Ons

YouTube “buttons” must be added to an advertisement order (any size ad); they cannot be purchased a la carte. Exact size and location of the YouTube button will be determined by the available space on the submitted ad and will be at the discretion of the *Journal* editors. Link to YouTube video must be submitted by advertising deadlines.



Example of a Youtube button

A **Hyperlink to Website** is complimentary with any ad purchase. To take advantage of this free add-on, advertisers must submit a hyperlink prior to the advertising deadlines.

Invoicing and Payment

Companies selecting advertising based on points must follow the deadline provided by NAPBS staff in order to guarantee the advertising position in 2019. After **December 15**, advertising will open to all members.

In order to qualify for the 15% percent discount for a Full-Year (6 issues) of advertising, the Full-Year contract and payment must be submitted no later than the applicable deadline and all 6 issues must fall in the 2019 calendar year. **Full payment for advertising is due at time of contract.** Submit contract and ad with payment to info@napbs.com. Payment may be made by check or by credit card.

Refund Policy

All advertising sales are final. No refunds will be issued for advertiser cancellation.

2019 NAPBS *Journal* Advertising Contract

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Hyperlink to your website (complimentary): _____

YouTube link (available for purchase with ad only): _____

Calculate Your Total

<u>Ad Size</u>	<u>Ad Rate (Member/Non-Member)</u>	<u>QTY</u>	<u>Sub-Total</u>
Full-Page	\$900/\$1,200 per issue		
Full-Page	\$4,590/\$6,120 full-year		
Half-Page	\$450/\$600 per issue		
Half-Page	\$2,295/\$3,060 full-year		
Third-Page	\$300/\$400 per issue		
Third-Page	\$1,530/\$2,040 full-year		
Page 2 Ad	\$1,140/issue Members Only		
Page 2 Ad	\$5,814 full-year Members Only		
YouTube	\$25/\$35 per issue		
YouTube	\$127.50/\$178.50 full-year		
		TOTAL	

2019 Issues (Initial next to issues or choose full year)

<u>Initial Here</u>	<u>2019 Issues</u>	<u>Advertising Deadlines*</u> <i>*subject to change</i>
	January/February	Jan. 11, 2019
	March/April	March 4, 2019
	May/June	May 3, 2019

	July/August	July 12, 2019
	September/October	September 20, 2019
	November/December	Nov. 1, 2019
	FULL YEAR (all 6 issues)	Observe all deadlines provided above

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Credit Card Information: AMERICAN EXPRESS VISA MASTERCARD DISCOVER

Credit Card Number: _____ Exp. Date: ____/____

Name on Card: _____ Sec. Code: _____

Billing Postal Code: _____

Signature: _____ TOTAL: \$ _____

Email completed form to info@napbs.com or fax to 1.919.459.2075.

If paying by check, make check payable to NAPBS and mail to:

NAPBS
110 Horizon Drive, Ste. 210
Raleigh, NC 27615

For NAPBS Staff Only:

Journal Advertising Points earned in 2019 : _____

NAPBS *Journal* Digital Specifications

Platform/File Format

EPS or high resolution PDF file format is required. PDF is preferred.

All fonts must be outlined (EPS) or properly embedded (PDF). Make sure your file requires NO fonts.

Application Files Accepted

Adobe Acrobat (PDF embed fonts), Adobe Photoshop, Adobe Illustrator (outline fonts).

Adobe Photoshop:

Pixel base. Best source for color (RGB) and black and white (GRAYSCALE) photos. 300 dpi, high resolution PDF.

Adobe Acrobat:

PDF files, makes sure any images used to create the file are in RGB (if color) or GRAYSCALE (if black and white) and at 300 dpi. Make sure fonts are properly embedded if not previously outlined.

Basic Settings:

Resolution: 2400 ppi

Compression: Color images 300 ppi, Grayscale images 300 dpi, Monochrome images 1200 ppi. Please keep image to ad size: no crop marks, color bars or targets.

Adobe Illustrator:

Vector Base, no resolution settings required. Make sure any images placed and embedded in file are RGB (if color) or GRAYSCALE (if black and white) and at 300 dpi. Outline fonts.

Images

All color images must be RGB mode at 300 dpi. Black and white images in GRAYSCALE mode at 300 dpi. Line art images in BITMAP mode at 1200 ppi. Vector images created in Adobe Illustrator require no resolution settings.

Advertisement sizes

Based on a three column editorial format. All values are given in inches with horizontal value first.

FULL PAGE- 7.5 x 9.5

1/2 PAGE (horizontal) - 7.5 x 4.5

1/3 PAGE (horizontal) – 7.5 x 3.25