

2019 Thursday Letter Advertising Contract

The NAPBS Thursday Letter is a great opportunity to have your ad in front of approximately 5,000 screening professionals each week. The Thursday Letter is a weekly e-newsletter sent to NAPBS members with the latest association and industry news from across the globe. With the ad you will receive a complimentary hyperlink to your website. Each edition of the NAPBS Thursday Letter is available on the Publications page of the NAPBS website for all members to access long after the initial publication.

Thursday Letter advertisements are limited to NAPBS members.

Ads	Value	Rate*	Ad Points Per Year
Top Position Banner (500 X 92 pixels)	48 Issues at \$240	\$9,792	98
Top 1/2 Skyscraper (163 x 290 pixels)	48 Issues at \$210	\$8,568	86
2ND Banner (500 X 92 pixels)	48 Issues at \$180	\$7,344	73
NEW! 2nd 1/2 Skyscraper (163 x 290 pixels)	48 Issues at \$120	\$6,120	61
Lower Banners (multiple options) (500 X 92 pixels)	48 Issues at \$120	\$4,896	49

*Rate reflects a 15% discount for full-year (48 issues) advertising.

- See the Thursday Letter Digital Specifications for an ad layout example.
- The New 2nd 1/2 Skyscraper ad will appear below the Top Skyscraper ad in the newsletter sidebar.
- Multiple lower banner ads are available. Contact info@napbs.com for current available placement options.
- NAPBS reserves the right to refuse an ad or return an ad for editing at its sole discretion.

Award System for Thursday Letter 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 Thursday Letter 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.

Thursday Letter advertising points are accumulated as follows:

Top Position Banner – 98 points per year
Top ½ Skyscraper – 86 points per year
2nd Position Banner – 73 points per year
2nd ½ Skyscraper – 61 points per year
Lower Banner – 49 points per year

Ad Change-Outs

Advertisers may change their ad as frequently as they like. **Each ad change-out is \$25, which will be invoiced at time of change-out and due immediately upon receipt.** Ads must be submitted by the advertising deadlines (see above).

Ad “change-out” is defined as any time an ad’s appearance changes in the Thursday Letter. Example:

January 1 – Advertisement A
January 8 – Advertisement B (\$25 change-out)
January 15 – Advertisement A (\$25 change-out)
January 22 – Advertisement A

For ad change-outs, send ad artwork no later than 5 p.m. (ET) one week prior to specified issue*.

**Example: Ad scheduled for 1/10/19. Artwork due before 5 p.m. (ET) on 1/3/19.*

Refund Policy

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

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.

Full payment for advertising is due at time of contract. No partial payments are permitted. Submit contract and payment information to info@napbs.com.

Payment may be made by check or by credit card.

2019 NAPBS Thursday Letter Advertising Contract

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Ad Position: _____

URL for hyperlink: _____

Credit Card Information: <input type="radio"/> AMERICAN EXPRESS <input type="radio"/> VISA <input type="radio"/> MASTERCARD <input type="radio"/> DISCOVER
Credit Card Number: _____ Exp. Date: ____/____
Name on Card: _____ Sec. Code: _____
Billing Postal Code: _____
Signature: _____ TOTAL: \$ _____

Make check payable to NAPBS and mail to:
NAPBS
110 Horizon Drive, Ste. 210
Raleigh, NC 27615

For NAPBS Staff Only:
Thursday Letter Advertising Points earned in 2019: _____

NAPBS Thursday Letter Digital Specifications

File Requirements

Ad must be submitted in .JPEG format and must not require altering or editing. Any unsuitable ads will be returned to the advertiser.

Advertisement sizes

TOP POSITION BANNER – 500 X 92 pixels

1/2 SKYSCRAPER – 163 x 290 pixels

2ND BANNER – 500 X 92 pixels

LOWER BANNERS – 500 X 92 pixels

Hyperlink for Ad

A website hyperlink is complimentary with any ad purchase. To take advantage of this free add-on, advertisers must submit a hyperlink prior to the advertising deadline. If no URL is provided, the ad will not be hyperlinked.

Ad Layout Example

