

# NASW NEWS ADVERTISING RATES

Ad Size	Rates			Dimensions (Inches)
	1 Issue	5 Issues (each)	10 Issues (each)	
Center Spread (2 pgs.) (color)	\$19,241	\$18,279	\$16,355	21 <sup>1</sup> / <sub>8</sub> " W x 14" H
Cover 4 (color)	\$12,713	\$12,078	\$10,806	10" W x 14" H
Cover 2 (color)	\$11,149	\$10,591	\$9,476	10" W x 14" H
Cover 3 (color)	\$9,850	\$9,358	\$8,373	10" W x 14" H
Full Page B&W*	\$8,914	\$8,468	\$7,577	10" W x 14" H
3/5 Page B&W*	\$6,018	\$5,717	\$5,115	6" W x 14" H
1/2 Page B&W*	\$5,314	\$5,048	\$4,517	10" W x 6 <sup>3</sup> / <sub>4</sub> " H
2/5 Page B&W*	\$3,848	\$3,656	\$3,271	3 <sup>15</sup> / <sub>16</sub> " W x 14" H
3/10 Page B&W*	\$3,053	\$2,900	\$2,595	6" W x 6 <sup>3</sup> / <sub>4</sub> " H
1/5 Page B&W*	\$2,372	\$2,253	\$2,016	3 <sup>15</sup> / <sub>16</sub> " W x 6 <sup>3</sup> / <sub>4</sub> " H
1/10 Page B&W*	\$999	\$949	\$849	H 3 <sup>15</sup> / <sub>16</sub> " W x 3 <sup>1</sup> / <sub>16</sub> " H V 1 <sup>7</sup> / <sub>8</sub> " W x 6 <sup>3</sup> / <sub>4</sub> " H
Classified: per 45 (forty-five) characters (including spaces)	\$19.99			

\*Upgrade from B&W to two-color add \$495; upgrade to four-color add \$895.

Multiple-insertion discounts do not apply to classified (per line) ads.

## NASW NEWS SPECIFICATIONS:

- Printed offset in tabloid format
- Single page image area: 10" W x 14" H
- Five columns per page
- Halftones: 100 line screen
- Stock: 35lb premium 80 newsprint
- Not accepted: bleeds, inserts, and bind-ins
- Color: Black and white, except four-color process (CMYK) available on Center Spread and Covers 2, 3, 4