

2010 Conference Advertising

NAHC 29th Annual Meeting & Exposition October 2-6, 2010

This program is the only publication that contains a listing of all events and convention exhibitors. It is an essential guide to the NAHC Annual Meeting & Exposition. The publication features detailed convention information, pre-convention descriptions, detailed educational program listings, and the entire home care exhibition details, with a circulation to over 6000.

Final Program:

Deadline: August 7, 2010
Artwork: August 14, 2010
Circulation: 500
Trim Size: 8.125" x 10.875"

Ad Dimensions

Size	inch	pica
Full Page (full bleed) trim area	8.375 x 11.125 8.125 x 10.875	50p3 x 66p9 48p9 x 65p3
Full Page (no bleed)	7.125 x 9.875	42p9 x 59p3
1/2 Page Horizontal	7.125 x 4.875	42p9 x 29p3
1/4 Page Vertical	3.5 x 4.875	21p0 x 29p3
Full Spread (full bleed) trim area	16.50 x 11.125 16.25 x 10.875	99p0 x 66p9 97p6 x 65p3

Note: All live matter (type, logos, etc.) must be kept at least 1/4" inside trim lines.

2010 Rates (NAHC Member / Non-member)

Size	Member	Non-Member
Cover 4*	\$3,155	\$4,589
Cover 3*	\$2,801	\$4,124
Cover 2*	\$2,801	\$4,124
Full	\$1,385	\$2,005
Half	\$909	\$1,316
1/4 page	\$596	\$864
Half Spread	\$1,385	\$2,005
Full Spread	\$2,590	\$3,846

*Includes Color. Call advertising director for availability.

Four-color process add:

- Spread: \$890
- Full Page: \$550
- 1/2 Page: \$300

Prices: Member prices are more affordable than non-member prices. If you are not a member of NAHC, please call for more information.

Material Requirements

Acceptable Formats: InDesign for Mac with all links included; EPS with fonts either included or outlined; TIFF or EPS with fonts outlined; print quality/high resolution PDF with all fonts and images embedded. Color: CMYK

Fonts: Include all screen and printer fonts used in the file unless the file format allows for embedding or outlining.

Scans: TIFF or EPS file format in three or four color mode. No JPEG format. Resolution must be a minimum of 300dpi at 100%.

Dummies: Send a laser print with file.

Delivery: Submit files on CD or via email (less than 10M)

Inserts: Contact Advertising Manager Faxes, photocopies, and other low-quality originals will not be accepted as camera-ready artwork.

Specifications

Trim Size: 8.125" x 10.875"

Printing Method: WEB, full-run

Binding Method: Saddle-stitched

Color: CMYK

Payment Terms: Terms are net 30 days. Delinquent balances are subject to 18% annual finance charges (1.5% per month). Advertising agency commissions will be void if payment is not received in accordance with payment terms. NAHC reserves the right to hold the advertiser and/or agency jointly and separately liable for delinquent balances due on services provided by NAHC.