



NHLA ADVERTISING OPPORTUNITIES

NHLA WEBSITE HOMEPAGE ADVERTISEMENTS

Cost: One Month \$150 Three months \$300

Specs: 400 x 200 pixels, full color

NHLA NEWSLETTER ADVERTISEMENTS

Display Ad Size (width x height)	1 issue	5 issues	10 issues
Full Page: 7 ½ x 10 inches	\$250	\$1,070	\$1,545
Half Page: 7 ½ x 4 ⅞ inches	\$190	\$760	\$1,160
Quarter Page: 3 ¾ x 4 ⅞ inches	\$130	\$475	\$700
Eighth Page: 3 ⅝ x 2 5/16 inches	\$65	\$255	\$365

EMPLOYMENT ADVERTISEMENTS

60 words: \$60 for Non-Members; Free to NHLA Members

Employment ads run in one NHLA Newslettter and up to three months on the NHLA website.

CLASSIFIED (NON-EMPLOYMENT) ADVERTISEMENTS

30 words: \$30 for Non-Members; \$20 for Members

Classified ads run in one NHLA Newsletter and for one month on the NHLA Website.

ADVERTISING INFO AND DEADLINES

- **All Print copy is due by the 7th of the month preceding the newsletter's issue date.**
- For example, copy for the May Newsletter is due by April 7th. NHLA publishes 10 issues yearly, with the months of March/April and October/November combined into one issue.
- **Payment in full** is required at the time of placement of first ad.
- All display ad rates are for press-ready digital copy.
- The NHLA reserves the right to refuse ad placement.

GRAPHIC DESIGN

All graphic work completed by the NHLA editor is done as a service to the advertisers for advertising placement in the NHLA Newsletter or website only. Additional fees may be incurred for advertising placements outside of NHLA publications or website.

Graphic Design Fees:

1/8 page: \$50	1/2 page: \$150
1/4 page: \$90	Full page: \$200



NHLA NEWSLETTER ADVERTISING SPECIFICATIONS

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ADVERTISEMENT FILE FORMAT

Advertisements should be sent as electronic files via email. If your file is over 3 MB, please upload your file to one of these file sharing apps: hightail.com, wetransfer.com, or dropbox.com.

PDF files are preferred and should be saved at 300 dpi, "high" or "press" quality and at 100% size. Please make sure fonts and links are embedded, and that there are no OPI settings checked, and under the color dialogue box, set at "Leave Unchanged." Remember, when designing your ad, all photos and graphics must be saved at 300 dpi. Please do not include crop marks or other printer marks.

Other accepted formats: Adobe InDesign, Photoshop 7.0-CS2, or Illustrator CS2. We do not accept Quark Files. Make sure all fonts and links are included on your CD and that any photo or graphic links are saved at 300 dpi.

**All ads are printed in black and white.
Do not include color graphics or photos in your ads.**

Note: If you send your ad as a Microsoft Word file, you must send any logos or graphics used in it separately, and make sure they are saved at 300 dpi. There will be a \$40 fee for converting your Word file to a press-ready file.

You may only use Word to create a PDF of your ad if there are no photos or graphics as the resolution will not be high enough for offset printing.