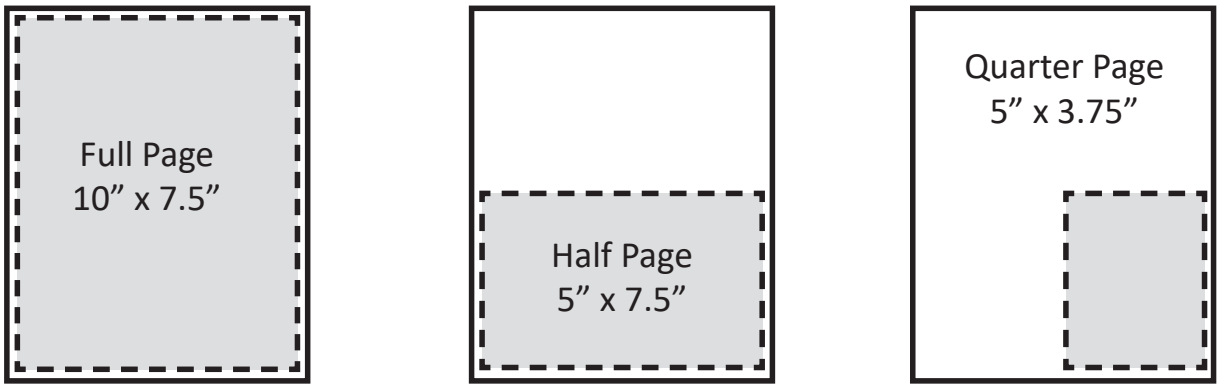
Newsletter Advertising: *The National Guardian*

(single issue rates stated per quarterly issue)

	Member Full Year (4 issues)	Member Single Issue	Non-Member Full Year (4 issues)	Non-Member Single Issue
Full Page 10” wide X 7.5” high	$600	$200	$750	$250
Half Page 5” wide X 7.5” high	$375	$125	$525	$175
Quarter Page 5” wide X 3.75” high	$270	$90	$360	$120



Newsletter Ad Specifications

To qualify for quoted rates, ads must be submitted in final form using one of the following formats: (Documents created on the MAC platform can only be accepted as a PDF.)

- High resolution TIF or JPG (Must be 300 dpi or higher.)
- PDF created in Acrobat Distiller, not PDF Writer. (Provide a high resolution PDF file and embed the fonts.)
- Production-ready hard copy. (This will be scanned and reproduction quality cannot be guaranteed.)

Enlarging or reducing existing ads: For best results, submit ads that are properly sized. It is not possible to guarantee reproduction quality when enlarging or reducing existing ads, especially those that contain screens or photos. For optimal quality, digital ads must be at least 300 dpi. Production-ready hard copy ads with screens or half-tones are especially prone to reduced quality when enlarged or reduced. NGA is not responsible for reproduction quality of an ad that is below standards.

Ad Design Services: Contact us if you need assistance designing your ad for our publications. Design service can be made available for an additional fee.

Acceptance Terms for All Advertising:

Ads are non-commissionable and the official insertion contract must be used
Ads must be production-ready to receive quoted rates
Any change in production of repeat or new ad copy may be subject to additional cost
Payment due before ad is published
No refunds granted for cancellation of ads after the stated deadline for publication

Advertising Contract

Advertiser _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

____ Please add my name to the mailing list to receive information about the National Conference on Guardianship.

Newsletter Advertising (Be sure to indicate issues in which you wish to place ads and the ad size.)

MEMBER FULL YEAR, BEGINNING IN THE _____ ISSUE

_____ $600 Full Page
_____ $375 Half Page
_____ $270 Quarter Page

MEMBER SINGLE ISSUE FOR ___WINTER ___SPRING ___SUMMER ___FALL

_____ $200 Full Page
_____ $125 Half Page
_____ $90 Quarter Page

NON-MEMBER FULL YEAR, BEGINNING IN THE _____ ISSUE

_____ $750 Full Page
_____ $525 Half Page
_____ $360 Quarter Page

NON-MEMBER SINGLE ISSUE FOR ___WINTER ___SPRING ___SUMMER ___FALL

_____ $250 Full Page
_____ $175 Half Page
_____ $120 Quarter Page Nationwide

DEADLINES:

WINTER – Reserve Space by January 15; ad due February 1
SPRING – Reserve Space by April 15; ad due May 1
SUMMER – Reserve Space by July 15; ad due August 1
FALL – Reserve Space by October 15; ad due November 1

Total Payment $_____

NGA Federal ID #: 36-3591860

❒ Please email me a receipt for my records.

To Mail: send check or money order payable to NGA with contract to NGA at:
41 Raymond Court
Elizabethtown, PA 17022

Phone: 877-326-5992 | email: info@guardianship.org

Instructions for Submitting Ad:
Email digital artwork to: rachel@atlasmgmtres.com

Credit Card Information

_____
Name on card (printed)

_____
Signature

_____
Tupe of Card Account Number

_____
Account Number Exp. Date Security Code

Contract Regulations

1. A contract must be completed and signed by all advertisers.
2. First-time advertisers must pay in full within ten (10) days of reserving space.
3. Payment for ads is required within thirty (30) days of billing.
4. Contents of ads are subject to approval. NGA reserves the right to reject or cancel any ad, insertion order or space reservation at any time.
5. The advertiser is responsible for correct advertisements including copy and all claims and conditions printed in the ad.
6. Advertisements are positioned at the discretion of the editor, except where a specific position is purchased.
7. If copy is not received by the stated deadline, the ad will be canceled and the advertiser will be responsible for paying for the contracted space.
8. Cancellations or changes in specifications may not be made by the advertiser after the closing date to reserve space.

12-14-22 RJ