

NATCAP

*Society of Government
Meeting Professionals*

Advertising Information

2011-13

NATCAP Newsletter



“News & Views” is the official newsletter of the NATCAP Chapter of SGMP.

Our newsletter is distributed by email to over 800 local members and is viewed on-line by over 2,500 members of SGMP each month from around the country.

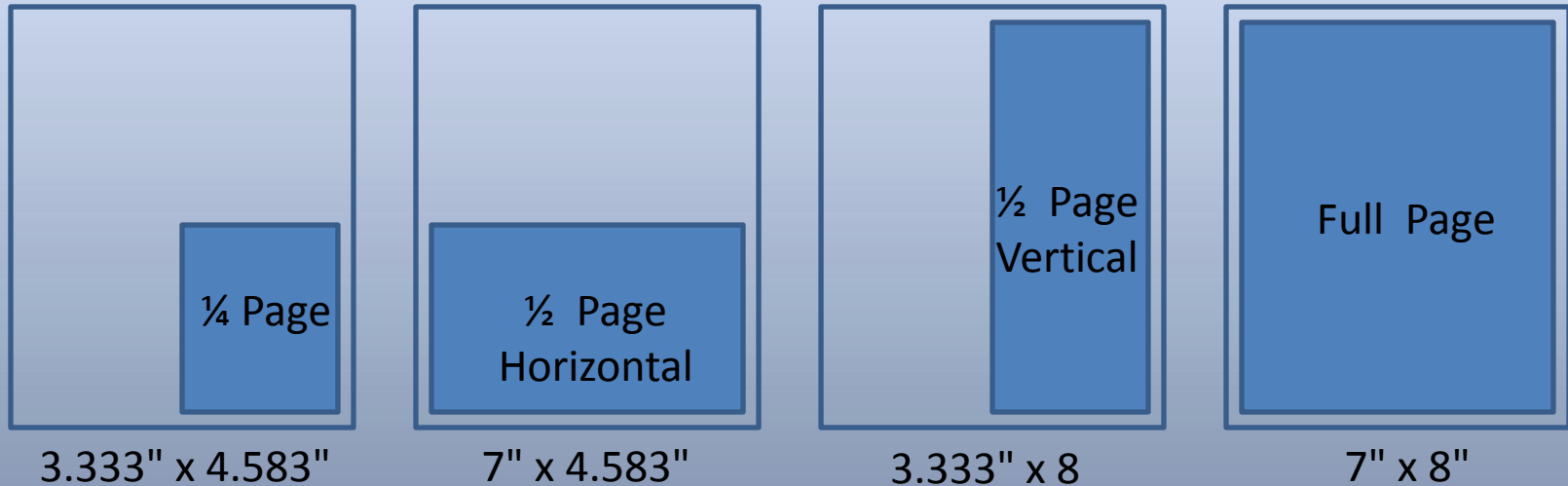
Issues are produced bi-monthly on the following schedule for the 2011-13 membership year ending June 30th.

September 1	November 1	January 1
March 1	May 1	July 1

Advertising opportunities are available in each issue.

Rates for Newsletter Ads:	1/4 page = \$125 per issue
	1/2 page = \$250 per issue
	Full page = \$500 per issue

“News & Views” ad space sizes and requirements



Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be embedded in the file.

Files

Files should be emailed to communications@sgmpnatcap.org or instructions on how to download the file from your website or vendors website.

NATCAP Website



WWW.SGMPNATCAP.ORG is the official address for the website of the NATCAP Chapter of SGMP.

Our website is viewed by over 2,500 members of SGMP each month from around the country.

Updates are done on the 1st and 15th of each month for chapter news and ads.

Advertising opportunities are available on our website.

Rates for Banner Ads:

- * Home / Index Page = \$200 per month
- * High Traffic Sub Page = \$150 per month (programs or news page)
- * Random Placement on sub page = \$100 per month (remaining pages)

The screenshot shows the NATCAP website homepage. At the top, there is a navigation bar with links for BOARD | NEWS | COMMITTEES | MEMBERSHIP | PROGRAMS | ABOUT US | CONTACT US | RESOURCES and a HOME link. Below the navigation bar is a banner for the "DECEMBER PROGRAM" featuring a "Holiday Celebration & Silent Auction" on Wednesday, December 14, 2011, at the Crowne Plaza Washington DC/Silver Spring. The banner also includes a "National Office" section and a "Latest News" section with a headline about "OGE's Proposed Expansion on Lobbyist Gift Ban". Below the banner is a section for the "JANUARY PROGRAM" featuring a "U.S. Flag Protocol" on Wednesday, January 18, 2012, at the Sheraton - Crystal City. The website also features a "NATCAP NETWORKING EVENT" section for "Lucky Strikes" on Thursday, February 9, 2012. At the bottom, there are sections for "NATCAP GOLD SPONSOR" and "Future Certification Courses".

NATCAP Website

“Website” ad space sizes and requirements

Main Page Ads:

White Space inside the dashed line.

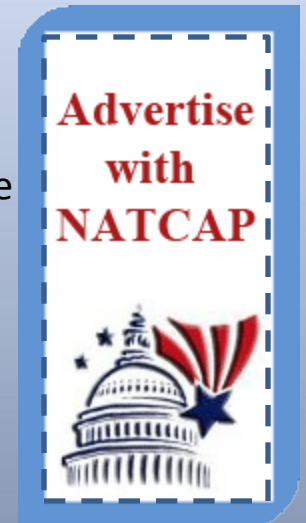
Width: 480 pixels Height: 110 pixels



Subpage Ads:

White Space inside the dashed line.

Width: 116pixels
Height: 238 pixels



Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF and GIF files are accepted. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be embedded in the file.

Files

Files should be emailed to communications@sgmpnatcap.org or instructions on how to download the file from your website or vendors website.

NATCAP Ad Orders



Please note that all orders for ads must be paid in advance of publishing.

Please send your insertion order to communications@sgmpnatcap.org and NATCAP will respond with an invoice for your ad placement. The invoice will include request and the submission date for your artwork for the publication dates you have requested.

NATCAP reserves the right to refuse any ad that may be offensive or in violation of the organization's mission, goals and ethics.

