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National Association of County Recorders, Election Officials and Clerks

2011-12 ADVERTISING SPECIFICATIONS

Want an opportunity to be on a first-name basis with the people making purchasing decisions? Do you want your advertising to reach the widest possible audience of recorders, court clerks and election officials? Looking for a great way to increase your company's visibility and enhance your marketing efforts? **Advertise with the National Association of County Recorders and Clerks!** NACRC offers website, newsletter and directory advertising options. Only members are invited to advertise.

ADVERTISE IN THE NACRC NEWSLETTER

NACRC publishes a quarterly newsletter, *The Bulletin*. Two of the issues are printed and distributed to all members. The other two are distributed electronically in a print-ready format. Each issue is posted to the website. You can purchase an ad in one or all issues.

Ad in a single issue

Ad Size

- Full page inside cover
7.5 x 10 inch ad
- Full page
7.5 x 10 inch ad
- Half page
7.5 x 4.5 inch ad
- Quarter page
3.5 x 4.5 inch ad

Placement Cost

\$1,035
\$900
\$500
\$300

Ad in all four issues

Ad Size

- Full page inside cover
7.5 x 10 inch ad
- Full page
7.5 x 10 inch ad
- Half page
7.5 x 4.5 inch ad
- Quarter page
3.5 x 4.5 inch ad

Placement Cost

\$3,800 **(\$340 savings)**
\$3,300 **(\$300 savings)**
\$1,800 **(\$200 savings)**
\$1,100 **(\$100 savings)**

Editorial Calendar

Summer 2011
Fall 2011
Winter 2012
Spring 2012

Artwork Due

Friday, Aug. 19, 2011
Friday, Oct. 7, 2011
Friday, Jan. 6, 2012
Friday, March 30, 2011

Specifications: Ads can be in color or grayscale. Submit ads as PDF or TIF formats. 300 dpi or better is preferable.

ADVERTISE IN THE NACRC ENEWS

The NACRC publishes a monthly e-newsletter which is distributed to all members. You can purchase an ad in one or all issues. Ads can include your logo or an image and will have a live link to the website of your choice. Only members are invited to advertise.

Ad in a single issue

Ad Size

- Main Text Section – 400 x 150 pixels
- Sidebar Ad – 125 x 125 pixels

Placement Cost

\$100
\$50

Ad in all 12 issues

Ad Size

- Main Text Section – 400 x 150 pixels
(includes complimentary featured sponsor article)
- Sidebar Ad – 125 x 125 pixels

Placement Cost

\$1,000 **(\$200 savings)**
\$500 **(\$100 savings)**

Editorial Calendar

Artwork Due

August 2011

Aug. 19, 2011

September 2011

Sept. 16, 2011

October 2011

Oct. 21, 2011

November 2011

Nov. 11, 2011

December 2011

Dec. 9, 2011

January 2012

Jan. 20, 2012

February 2012

Feb. 17, 2012

March 2012

March 16, 2012

April 2012

April 20, 2012

May 2012

May 18, 2012

June 2012

June 15, 2012

July 2012

July 20, 2012

Specifications: Submit all ads as JPG or GIF formats.

ADVERTISE IN THE NACRC DIRECTORY

NACRC publishes a yearly membership directory, which is printed and distributed to all members. Artwork is due by Dec. 16, 2011.

Ad in a single issue

Ad Size

- Full page, last page
5 x 7 inch ad
- Full page
5 x 7 inch ad
- Half page
5 x 3.5 inch ad

Placement Cost

\$1,000
\$500
\$250

Specifications: Ads must be in grayscale. Submit ads as PDF or TIF formats. 300 dpi or better is preferable.

ADVERTISE ON THE NACRC WEBSITE

Place your logo on the NACRC home page and sponsor page of the website. Visitors can click on your logo which will allow them to visit your site. In 2010, over 3,250 unique visitors viewed the NACRC website, so this is an excellent opportunity to reach your target audience. Banner ads cost \$500 per year and are offered in 12 month increments. Changes to the ad may be made throughout the 12 months and will be billed to the advertiser at \$40 per change.

Specifications: Home page banner ad must be 150x150 pixels as static JPG or GIF file. Sponsor page banners ad must be 300 (width) x 60 (height) pixels as JPG, GIF or animated GIF file. Animated GIF files must be under 70kb in file size. Image maps will not be accepted.