

Print advertising

Special Interest Publications



NRCA 2012-2013 Membership Directory

The print version of the *NRCA Membership Directory* is available once a year in September—and is an indispensable desk-side reference of NRCA members' contact information and company website. The directory is distributed to all NRCA member contractors in September

and also is available for purchase through the NRCA Bookstore.

Content: A directory of NRCA members including a listing of NRCA bookstore and NRCA University products, programs and services.

Audience: NRCA members and available for purchase by non-members

Release date: September 2012

Ad Placement(s): full-page, four-color tabs and cover II, III and IV placements.

NRCA 2012 Digital Catalog

The online catalog offers website users a unique digital view of NRCA's latest product catalog. The flipping-book software allows users to order or view catalog items with a click of the mouse.

Content: A digital catalog of NRCA bookstore and NRCA University products.

Audience: 50,000 monthly visitors

Release date: September 2012

Ad Placement(s): 12-month online banner ad



2012 Special Interest Opportunities Advertising Rates

Membership Directory:

Size	Gross	Net
Full page, tab	\$4,000	\$3,400
Covers	\$4,000	\$3,400

Digital Catalog 12-month banner ad:

Full-page, tab and cover print ads include 12-month banner ad in the 2011 digital catalog.

Artwork Specifications and Mechanical Requirements:

2012 -2013 NRCA Membership Directory Specs

Covers and Tabs—Four-color	Trim: 8.25" x 10.875"
	Bleed: 8.375" x 11.125"
	Live: 7.75" x 10.125"

2012 NRCA Digital Catalog

Rotating banner ad—12-month run time....468 pixels wide by 60 pixels high

No animation and file size less than 25k

Rotating .gifs are acceptable

Production Requirements:

Acceptable File Formats: All ad materials including digital files and proofs must conform to SWOP standards. (Information about SWOP standards may be found at www.swop.org.)

- .pdf files are preferred
- InDesign CS
- Illustrator CS
- Photoshop CS
- QuarkXPress 8.0

.pdf files:

Save with all fonts and images imbedded. Save without color profiles and do not check IOP. Once a .pdf is created, please check it for bleed. Any .pdf without adequate bleed will be reduced to fit. If changes are needed to .pdf files, please submit a new file.