

# *Air Media 2008*

The Official Publication of the National Air Filtration Association (NAFA)

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## **2008 Calendar & Issue Highlights**

**Regular Highlights**      *Air Media Magazine provides readers with practical up-to-date information about air filtration. The following regular highlights are designed to keep industry members current on topics affecting today's market.*

- NAFA President's Message
- Technology Corner
- New Member Section
- Business-Building Articles
- Network News
- Feature Article
- Committee Updates
- Association News
- Calendar of Upcoming Events
- Under the Microscope (*Healthcare Industry*)

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## **Dates & Deadlines**

<b>Issue</b>	<b>Materials Deadline</b>	<b>Distribution Deadline</b>
Winter	October 15	November 30
Spring	January 15	February 30
Summer	April 15	May 30
Fall	July 15	August 30

NAFA is not responsible for materials received after the deadline.

Any typesetting or layout work by NAFA must be approved before the materials deadline and copy must be received by NAFA one week prior to the deadline. Typesetting fees are \$50/hour.

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## **Business Card Advertisements**

**Submissions**      Send advertising artwork and fees to:

**Editor, *Air Media***  
**National Air Filtration Association**  
**PO Box 68639**  
**Virginia Beach, VA 23471**

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## 2008 Advertising Rates & Production Specifications

Circulation

*Air Media* Magazine is mailed to the entire NAFA membership, subscribers, and individuals requesting NAFA membership information. Hundreds of copies are also sent out per month for NAFA promotions. The average issue is circulated to more than 3,500 individuals.

## Advertising Rates

	Black & White or Two-Color				Four-Color			
	1 X	2X	3X	4X	1 X	2X	3X	4X
Full Page	\$525	\$500	\$475	\$395	\$725	\$690	\$615	\$545
Full Page, Inside Front Cover	N/A	N/A	N/A	N/A	895	850	765	625
Full Page, Back Cover	N/A	N/A	N/A	N/A	895	850	765	625
Full Page, Inside Back Cover	N/A	N/A	N/A	N/A	895	850	765	625
Full Page	N/A	N/A	N/A	N/A	725	690	615	545
2/3	420	400	365	325	625	595	535	495
1/2	370	355	315	295	575	545	495	465
1/3 Vertical	295	280	255	235	495	470	425	385
1/3 Square	295	280	255	225	495	470	425	385
1/3 Horizontal	295	280	255	225	495	470	425	385
1/4	275	260	235	215	475	450	410	365
1/6 Vertical	225	215	195	175	425	405	365	325
1/6 Horizontal	175	165	145	125	425	405	365	325
Classified (50 words or less)	\$55				\$55			
Classified (51 or more words)	\$1.00 per word				\$1.00 per word			
Sponsor, Technology Corner	\$375				\$365			
Business Card Ad	\$45				\$45			

The second color is provided free of charge. NAFA chooses the second color. See Mechanical Requirements.

Rates printed above are for NAFA Members only. Non-NAFA members may advertise for an additional 35%.

Rates are based on digital format (Mac or pc). Camera-ready copy, negative shots, typesetting, changes, etc. are additional production charges.

## Policies

**Absolutely no cancellations are accepted.** Non-members and first-time advertisers must pre-pay for all advertisement insertions. Members will be invoiced for payment on the day of distribution. Acceptable forms of payment include VISA, MasterCard, American Express, Discover, check and money order.

NAFA does not allow agency discounts.

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## Mechanical Requirements

## Specifications

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Space Unit		Inches Wide	Inches Deep
Full Page		8-1/2	11
2/3 Page		4-5/8	9-3/4
1/2 Page		7	5
1/3 Page	Vertical	2-1/4	9-3/4
	Horizontal	7	3-1/4
	Square	4-5/8	4-5/8
1/4 Page		3-1/2	4-7/8
1/6	Horizontal	4-5/8	2-1/4
	Vertical	2-1/4	5

**Ads** Ads should be sent on disk/cd and must be in one of the following desktop publishing programs – PageMaker, Photoshop, Illustrator (all fonts must be converted to outline), Acrobat, or In Design. Word, Publisher and Powerpoint are also accepted. Copies of all fonts used must be included. If a font is not included or found, it will be converted to either Myriad or Minion. **High resolution PDF files are accepted.**

**Graphics/Photos** Send only the following: .jpg, .eps or .tif - 300 dpi or higher or CMYK – sized at 100%. Send all graphics and photos as a separate file.

**Ad Submission** All ads should be mailed to: Editor, Air Media, PO Box 68639, Virginia Beach, VA 23462. **A full color printed proof must accompany all ads.** E-mailed ads are accepted, however NAFA cannot guarantee the quality of the ad.

**Proofing** All ads must be accompanied by a proof.

**Artwork** Any necessary artwork or copy preparation will be billed to advertiser at cost.

**Second Color** The second color (black and one color) is available to advertisers at no extra charge.

**Copy Regulation** All copy is subject to approval. In the case of yearlong contracts, NAFA reserves the right to run existing copy if new copy is not received by the publication closing date.

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## 2008 Advertising Insertion Agreement

### Contact Information

This agreement is submitted on behalf of the following company:

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Name \_\_\_\_\_

### Reservation

Please reserve the following size advertisement for our company: \_\_\_\_\_ " X \_\_\_\_\_ "

Please run our ad:  For the next full year (four issues)

For the month(s) of \_\_\_\_\_ only

Our ad will be:  black and white  two-color  four-color

### Agreement

We understand that advertisements must be submitted as digital files. We understand that NAFA cannot insure insertion of advertisements when materials are received by NAFA Headquarters after the deadline. We understand that NAFA cannot guarantee quality if mechanical requirements are not met.

We understand non-members and first-time advertisers must pre-pay for all advertisements. We agree to pay all invoices in connection with this advertising insertion agreement within 30 days of the date of invoice.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Credit Card Payments

If you would like to pre-pay by credit card, please fill out the payment information below or send a check or money order to the address below to the attention of the Air Media Advertising Manger.

Type of Credit Card (circle one):	VISA	MasterCard	American Express	Discover
Card # _____	Expiration date _____			
Billing Address: _____	CCID _____			
Name on card _____				
Signature of Card Holder _____				