



# 2019

## *Air Media Magazine*



# *Advertising*

## Prospectus

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## 2019 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 column
- New member section
- Business-building articles
- Affiliate organization news
- Feature article
- Committee updates
- Association News
- Calendar of upcoming events
- New certification section

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## 2019 Dates & Deadlines

Issue	Materials Deadline	Distribution Deadline
Winter	December 1	January 1 – 30
Summer	May 1	June 1 - 30
Fall	August 1	September 1 – 30

NAFA is not responsible for materials received after the deadline. Any layout work by NAFA must be approved before the materials deadline and copy must be received by NAFA one week prior to the deadline. Layout fees are \$50/hour.

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## Advertisements

Send advertising artwork and fees to:

**Editor, *Air Media***  
**National Air Filtration Association**  
[nafa@nafahq.org](mailto:nafa@nafahq.org)

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## 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 2,000, individuals. An additional 1,000 of the Winter issue are produced each year for distribution to attendees of the AHR Expo.



	Single Issue	Two Issues	3 Issue Agreement
Full Page	\$725	\$690	\$615
Full Page, Inside Front Cover	895	850	765
Full Page, Back Cover	895	850	765
Full Page, Inside Back Cover	895	850	765
1/2	575	545	495
1/4	475	450	410
Classified (50 words or less)	\$55		
Classified (51 or more words)	\$1.00 per word		
Sponsor, Technology Corner	\$365		
Business Card Ad	\$45		



Rates printed above are for NAFA Members only. Non-NAFA members may advertise for an additional \$100 per placement. Rates are based on digital format. 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.

Specifications

Space Unit	Inches Wide	Inches Deep	
Full Page	8.5" wide	11" tall	plus bleed
1/2 Page Horizontal	7.375" wide	4.5" tall	
1/2 Page Vertical	3.625" wide	9.25" tall	
1/4 Page Vertical	3.625"	4.5"	

Technical Specifications

Trim size: 8 1/2" x 11"  
 Binding: saddle stitch  
 Formats accepted: high-resolution digital PDF files

**Ad Submission** All ads should be emailed to: Editor, *Air Media*, nafa@nafahq.org.

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

**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.





## 2019 Advertising Insertion Agreement

### Contact Information

This agreement is submitted on behalf of the following company:

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

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

Advertisement attached/enclosed.  Advertisement arriving under separate cover.  Please contact me.

### Reservation

Please reserve the following size advertisement for our company (circle one):

Full page     1/2 page     1/4 page     Classified     Business Card Ad

Please run our ad:     Keep running the ad (you may change or cancel ad at anytime)  
                                   For the next full year (three issues)  
                                   Specific issues (full price): \_\_\_\_\_

### Agreement

We understand that advertisements must be submitted as digital files. We understand that NAFA cannot ensure insertion of advertisements when materials are received by NAFA Headquarters after the deadline. We understand that NAFA cannot guarantee quality if technical 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, otherwise please 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				

National Air Filtration Association

22 N. Carroll Street, Ste 300 • Madison, WI 53703 • (608) 310-7542 • www.nafahq.org

