



NAFA[®]
National Air
Filtration
Association

2020

Air Media Magazine



Advertising

Prospectus

2020 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
- Feature article
- Executive Profile
- New member & certification section
- Business-building articles
- Executive Director report
- Affiliate organization news
- NAFA programs updates
- Technology Corner column
- NAFA conference reports
- NAFA member news
- Calendar of upcoming events

2020 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.

Advertisements

Send advertising artwork and fees to:

Editor, *Air Media*
National Air Filtration Association
nafa@nafahq.org

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.



Advertising Rates

	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.





2020 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	_____			

