



## Bulletin -- Newsletter Advertising Specifications, Rates & Insertion Order

- Eligibility:** Advertising privileges are available to all companies, individuals and other entities dealing with public insurance adjusters. Members of the National Association of Public Insurance Adjusters receive a discounted rate.
- Frequency / Ad Packaging:** Advertising space may be purchased for one year (4 issues), a half year (two issues) or by the quarter (one issue each quarter). Ad sizes may also vary.
- Circulation:** The Bulletin is seen by over 500 NAPIA public adjuster members throughout North America plus others with an interest in first-party insurance claims, including visitors to the association website (current and past issues of the Bulletin are posted on the website).
- Specifications:** Advertising copy must be either camera-ready artwork, film negative (right reading emulsion side down) or in an electronic format. All photos should be submitted with a 133-line screen.

### Bulletin Newsletter Advertising Rates

Standard ad color is black & white. Two-color advertising is available for the back cover only (film separations must be provided by advertiser). All insertion orders must be submitted by the deadlines indicated below.

Size of Ad	Member	Non-Member
Full Page (8"x10.5)	\$1,935	\$2,935
Half Page (8"x5.25")	\$1,450	\$2,450
Quarter Page (4"x5.25" or 8"x2.625")	\$1,090	\$2,090
Back Cover 1/2 Page (8"x5.25")	\$2,420	\$3,420

Issue	Contract Deadline	Artwork Deadline
Winter Issue	Friday, January 18, 2008	Friday, January 25, 2008
Spring Issue	Friday, April 18, 2008	Friday, April 25, 2008
Summer	Friday, July 18, 2008	Friday, July 25, 2008
Fall Issue	Friday, October 10, 2008	Friday, October 17, 2008

#### Insertion Order

Ad Size (check one)  Full Page  Back Cover (half page)  Half Page  Quarter Page

Duration (check one)  1 Issue (1/3 annual cost)  2 Issues (2/3 annual cost)

3 Issues (4/5 annual cost)  4 Issues (as priced above)

Total Price \$ \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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

Payment Type  Check Enclosed  Visa  Master Card  American Express

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Mail this form with payment to: NAPIA, 21165 Whitfield Place, #105, Potomac Falls, VA 20165; or fax with credit card information to: 703/433-0369. Questions? Contact NAPIA at 703/433-9217 or info@napia.com.