



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 30, 2009 | Friday, February 6, 2009 |
| Spring Issue | Friday, April 17, 2009 | Friday, April 24, 2009 |
| Summer | Friday, July 17, 2009 | Friday, July 24, 2009 |
| Fall Issue | Friday, October 9, 2009 | Friday, October 16, 2009 |

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.