



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 1,000 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")	\$1,985	\$2,985
Half Page (8"x5.25")	\$1,495	\$2,495
Quarter Page (4"x5.25" or 8"x2.625")	\$1,195	\$2,195
Back Cover Half Page (8"x5.25")	\$2,495	\$3,495

Issue	Contract Deadline	Artwork Deadline
Winter Issue	January 7, 2011	January 14, 2011
Spring Issue	April 22, 2011	April 29, 2011
Summer	July 8, 2011	July 15, 2011
Fall Issue	October 7, 2011	October 14, 2011

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 (3/4 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.