

NAIOP NOW

NAIOP Southern Nevada, the Commercial Real Estate Development Association

2010 Advertising Specifications (702) 433-4331

NAIOP NOW is released quarterly by NAIOP Southern Nevada.

Circulation

The readership of NAIOP NOW includes the Chapter's members, related local companies, government officials and media totaling more than 1,000 people.

Production Schedule

<u>Digital Issue</u>	<u>Artwork Due</u>	<u>Distribution</u>
Spring	4/05/10	4/21 - 5/04 - 5/20
Summer	6/29/10	7/21 - 8/05 - 8/17
Winter	12/20/10	1/13 - 1/26 - 2/08

<u>Print Issue</u>	<u>Artwork Due</u>	<u>Distribution</u>
Fall	10/14/10	11/08/10

Web Files

NAIOP NOW will only accept RGB GIF files. This means process RGB separation, 72 DPI. All fonts/graphics must be included or imbedded.

Print Files

NAIOP NOW will only accept CMYK PDF, EPS or TIFF files. This means process CMYK separation. All fonts/graphics must be included or imbedded. All fonts and graphics must be embedded properly or they cannot be used.

IMPORTANT: Place all files in a folder, zip or stuff them and send to kassi@massmediacc.com.

Physical Digital files must be delivered on a disc readable by Macintosh. All links, graphics and fonts must be included. Discs sent to us will not be returned. **Mail or deliver to:** MassMedia, 2863 St. Rose Parkway, Henderson, NV 89052 Attn: Creative Department.

Reproduction Policy

NAIOP NOW assumes no responsibility for reproduction quality or accuracy of advertising materials submitted without proofs or in formats outside of our specifications. Clients submitting elements not meeting our requirements may incur additional charges and delays.

For additional information, please contact
Kassi Belz: kassi@massmediacc.com
or MassMedia: 702.433.4331

Specifications

Digital Spring/Summer/Winter	Open Rates		Size (in pixels)	
Banner Ad	1x \$200	3x \$175/issue	Width 150	Height 400
Print Fall	Open Rates		Size (in decimal inches)	
Size			Width	Height
1/4-Page Vertical	\$475		3.75	5.0
1/2-Page Horizontal	\$840		7.5	5.0
1/2-Page Vertical	\$840		3.75	9.0
Full Page	\$1,260		7.5	9.75
Back Cover	\$2,625		8.5	7.25

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2010 Advertising Packages (702) 433-4331

Plan A

Digital banner in each issue (3-digital issues) \$150/issue = \$450
1 page ad in annual print issue \$1,225

Total Investment of \$1,675

Plan B

Digital banner in each issue (3-digital issues) \$150/issue = \$450
1/2 page ad in annual print issue \$825

Total Investment of \$1,275

Plan C

Digital banner in each issue (3-digital issues) \$150/issue = \$450
1/4 page ad in annual print issue \$450

Total Investment of \$900