

# NAIOPNOW

YOUR SOURCE FOR SOUTHERN NEVADA DEVELOPMENT NEWS

## 2009 Advertising Rates & Specifications (702) 433-4331

**NAIOPNOW** is published quarterly by the Southern Nevada Chapter of the National Association of Industrial and Office Properties.

### Circulation

The readership of NAIOP NOW includes the Chapter's members, related local companies, government officials and media totaling more than 1,500 people.

### Production Schedule

<u>Issue</u>	<u>Artwork Due</u>	<u>Distribution</u>
Spring	3/13/09	4/17/09
Summer	6/12/09	7/17/09
Fall	9/11/09	10/16/09
Winter	12/11/09	1/15/09

### Digital 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.

### Digital Delivery & Files

Any e-mailed file should not have names exceeding eight characters. PDF files must have a proof file with them. All fonts and graphics must be embedded properly or they cannot be used. Discs and CDs sent to us will not be returned. **IMPORTANT:** Place all files in an empty folder, zip or stuff them and send to [melissa@massmediacc.com](mailto:melissa@massmediacc.com).

Physical Digital files must be delivered on 100 megabyte Zip discs or on a CDROM readable by Macintosh. All links, graphics and fonts must be included. Mail or deliver to: MassMedia, 2863 St. Rose Parkway, Henderson, NV 89052, Attn: Design Department.

### Reproduction Policy

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For additional information, please contact  
Kassi Belz: [kassi@massmediacc.com](mailto:kassi@massmediacc.com)  
Melissa Gullickson: [melissa@massmediacc.com](mailto:melissa@massmediacc.com)  
or MassMedia: 702.433.4331

### Specifications & Rates

	Rate		Size (in decimal inches)	
Size	1x	4x	Width	Depth
1/4-Page Vertical	\$475	\$1,575	3.75	5.0
1/2-Page Horizontal	\$840	\$2,835	7.75	5.0
1/2-Page Vertical	\$840	\$2,835	3.75	9.0
Full Page	\$1,260	\$4,200	7.5	9.75
Back Cover	\$2,625	N/A	8.5	7.25