

NAIOPNOW

YOUR SOURCE FOR SOUTHERN NEVADA DEVELOPMENT NEWS

2008 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	3/15/08	4/17/08
Summer	6/15/08	7/17/08
Fall	9/14/08	10/16/08
Winter	12/14/08	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 sent to design@massmediapr.com.

Physical Digital files must be delivered on 100 megabyte Zip disks or on a CDROM readable by Macintosh. All links, graphics and fonts must be included. Mail or deliver to: MassMedia, 4065 E Post Road, Las Vegas, NV 89120, Attn: Design 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
Melissa Gullickson: melissa@massmediacc.com
or MassMedia: 702.433.4331.

Specifications & Rates

Size	Rate		Size (in decimal inches)	
	1x	4x	Width	Depth
1/4-Page Vertical	\$475	\$1,575	3.75	5.0
1/2-Page Horizontal	\$840	\$2,835	7.5	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