

NONPROFIT World

Advancement Through Sharing

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www.snpo.org

The National Nonprofit Leadership and Management Journal

Digital Ad Submission:

Files under 3 MB may be sent as an email attachment to glyon@villagepress.com. Files larger than 3 MB, can be uploaded at the Village Press website. For production guidelines and to upload digital files, go to www.villagepress.com and choose "Support." Click on "File Submission." Select "File Transfer Utility." Username = user. Password = user. Recipient = Gen Lyon.

ADVERTISING DEADLINES

ISSUES & CLOSINGS

Issue	Ad Close & Copy Close	Mail Date
January/February	Nov. 20	Jan. 2
March/April	Jan. 20	Mar. 1
May/June	Mar. 20	May 1
July/August	May 20	July 1
September/October	July 20	Sept. 1
November/December	Sept. 20	Nov. 1

Unless otherwise instructed, ads received after the deadline will be placed in the next available issue.



NONPROFIT WORLD is published bi-monthly by the Society for Nonprofit Organizations

ADVERTISING RATES

Color Ad Size	1x	3x	6x
Inside Front Cover (Full Page color)	\$1,447	\$1,304	\$1,156
Inside Back Cover (Full Page color)	\$1,447	\$1,304	\$1,156
Back Cover (Full Page color)	\$1,782	\$1,606	\$1,430
Full Page (color)	\$1,188	\$1,069	\$952
1/2 Page (color) (ver. or hor.)	\$832	\$760	\$665
1/3 Page (color) (ver. or hor.)	\$655	\$589	\$523
1/4 Page (color) (ver. or hor.)	\$545	\$490	\$435

Black & White Ad Size	1x	3x	6x
Full Page (b&w)	\$990	\$891	\$792
1/2 Page (b&w) (ver. or hor.)	\$693	\$634	\$554
1/3 Page (b&w)	\$545	\$490	\$435
1/4 Page (b&w)	\$451	\$406	\$361

For One Color – Add 10% to b&w rate.

FULL IN-HOUSE STUDIO DESIGN SERVICES

We can assist you in creating your ad. Please contact us for a quote.

AD SIZES — Trim Size 8 1/8" x 10 3/4"

Full Page
7"x10" (live area)

Full Page Bleed
8 3/8"x11"

1/3 Page
Horizontal
4 5/8"x4 7/8"

1/2 Page
Horizontal
7"x4 7/8"

1/3
Page
Ver.
2 1/4"x9 7/8"

1/2 Page
Ver.
3 7/16"x9 7/8"

1/4 Page Hor.
7"x2 1/4"

1/4 Page
Ver.
3 7/16"x4 7/8"

Publication Specifications

Publication Trim Size: 8¹/₈" x 10³/₄"

Live Matter: 7" x 10"

Printing: Sheet-fed Offset, 4/C throughout

Binding: Saddle Wire

Digital Ad Requirements

Ads submitted in digital format must meet *NONPROFIT WORLD* production guidelines.

Dimensions

All ads must be configured to fit the ad sizes indicated in "Advertising Sizes."

Software

We accept all versions of the following program file formats:

- QuarkXpress
- Macromedia Freehand
- Adobe InDesign
- Adobe Illustrator
- Adobe PhotoShop
- Microsoft Word (text only)

Scanned Images

If you are going to send us scanned images, they must be scanned in 300 dpi (dots per inch) or higher for color and grayscale and 800 dpi or higher for line art. The scanned images must be in CMYK (cyan, magenta, yellow, black) and not RGB (red, green, blue). We can accept the following file formats:

- JPEG
- TIFF
- EPS
- PDF (include fonts when saving)

Fonts

Include both Screen and Printer fonts with your electronic submission. If you are unable to include them then we will not be able to use the file.

We cannot accept TrueType fonts. In order to accept and process your ad, the fonts must be Postscript or Type 1.

Compression

If submitting files to us that are compressed, please send us a single archive file using the following:

- Mac: Stuff-it
- PC: pkzip

Preparation

We recommend double-checking your fonts and linked graphics before submitting digital ads. If *NONPROFIT WORLD* production staff considers a digital ad to be incorrectly set-up by the advertiser, the advertiser may correct and re-submit the ad, or the advertiser may request *NONPROFIT WORLD* staff to alter the ad to meet specifications at an additional charge. Please call if you have any questions regarding file set-up.

Black & White Ads

All black & white ads must be set up to output as one-color art. No color specifications should be applied to any type or art elements of a black & white ad. This prevents unanticipated screen tints from appearing.

Color Ads

Laser (or higher quality) proof must accompany digital ads with two colors or more. Colorized elements of digital ads using two or more colors must use the process color system and use QuarkXpress, PageMaker, or InDesign for final compositing (ads may also be submitted in PDF format, see below).

PDF

Ads may also be submitted in high resolution PDF format as black & white, grayscale, or CMYK. Please embed all fonts. These files can be sent via E-mail, or on a disk. **You can download our specific PDF preferences from:** www.villagepress.com/pdfprep.

Miscellaneous

We are unable to accept Corel files or Microsoft Works files.

When creating lines in your images, do not use the line thickness (weight) called "hairline." This thickness does not have an industry standard measurement and is interpreted differently by different programs.

If you send your copy on disk, include a hard copy. If you submit your file via e-mail, please send a hard (paper) copy as well. We want to ensure that our copy looks like your copy!

For information that will help your files print out as expected please see our Electronic File Preparation Guide at www.villagepress.com/adsales/cref.html.

Ad Prep Services:

We can also prepare your ad for publication. The charge will be assessed on the first insertion of the ad.