



NATIONAL
ASSOCIATION
OF BLACK
JOURNALISTS

2015 MEDIA KIT



Reach the only association dedicated to
advancing black journalists.

NABJ Journal, NABJ.org

FOR MORE INFORMATION, PLEASE CONTACT:

www.NABJ.org

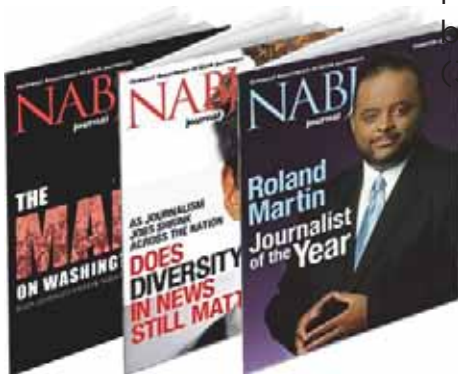
Brittany Thompson
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NAYLOR 
ASSOCIATION SOLUTIONS



National Association of Black Journalists

IN PRINT AND ONLINE!
Connecting you with NABJ members throughout the year



NABJ Journal



www.NABJ.org

The NABJ Advantage

Brittany Thompson
Media Director

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• We are the only organization of black journalists in the nation, while serving and advocating for black journalists worldwide.

• NABJ represents over 3,200 working journalists, students and media-related professionals with job titles including:

- Reporters
- Editors
- Photographers
- Newsroom managers
- Producers
- And more!

• Our members are influential, highly-educated thinkers and leaders within their respective communities.

NABJ.org Website Stats

- NABJ.org averages over:
 - 87,000 page-views per month
 - 1 million page-views per year
 - Over 23,000 unique visitors per month
- 50% of our website visitors come from New York, California, Georgia, Texas, Illinois, Virginia, Florida and the District of Columbia

NABJ is committed to strengthening ties among black journalists. By providing continued professional development and training, we hope to increase the number of black journalists in management positions while also providing informational and training services to the general public.

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

	1x	2x
Double Page Spread	\$ 3,129.50	\$ 2,969.50
Outside Back Cover	\$ 2,799.50	\$ 2,699.50
Inside Front or Inside Back Cover	\$ 2,599.50	\$ 2,499.50
Full Page	\$ 2,089.50	\$ 1,989.50
2/3 Page	\$ 1,829.50	\$ 1,739.50
1/2-Double Page Spread	\$ 2,089.50	\$ 1,989.50
1/2 Page	\$ 1,459.50	\$ 1,389.50
1/3 Page	\$ 1,269.50	\$ 1,209.50
1/4 Page	\$ 1,009.50	\$ 959.50
1/6 Page	\$ 859.50	\$ 819.50
1/8 Page	\$ 749.50	\$ 709.50

Black-and-White Rates

	1x	2x
Full Page	\$ 1,279.50	\$ 1,219.50
2/3 Page	\$ 1,129.50	\$ 1,069.50
1/2-Double Page Spread	\$ 1,279.50	\$ 1,219.50
1/2 Page	\$ 879.50	\$ 839.50
1/3 Page	\$ 699.50	\$ 659.50
1/4 Page	\$ 569.50	\$ 539.50
1/6 Page	\$ 439.50	\$ 419.50
1/8 Page	\$ 329.50	\$ 309.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$1,489.50

Skyscraper | \$1,189.50

Toolbar | \$739.50

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Digital Edition

In addition to print, *NABJ Journal* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the NABJ's website. An archive of issues is available, securing your ad a lasting online presence.*

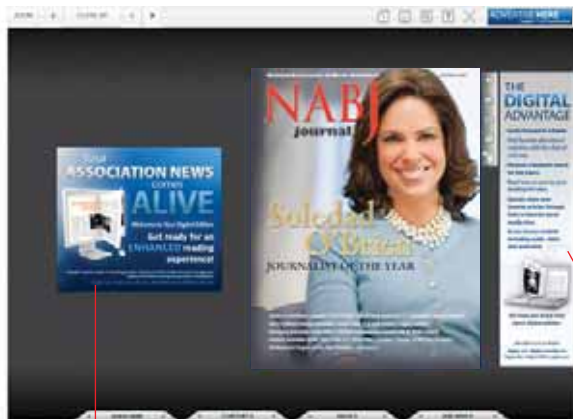
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship | \$1,489.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

Digital Toolbar | \$739.50

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | \$1,189.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

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Advertising on the NABJWebsite – www.nabj.org

Advertising on the NABJ website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to nabj.org to learn about upcoming association events, discover ways to maximize their NABJ membership. Advertising on nabj.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of INDUSTRY professionals.

Features of NABJ website advertising:

- Cross-promoted in other NABJ publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, nabj.org receives:

- Average over 87,000 page views per month
- Average over 23,000 unique visitors per month



Leaderboard (728 x 90)

12 months | \$3,750 **6 months** | \$2,075 **3 months** | \$1,125
Run of Site (4 rotations each)

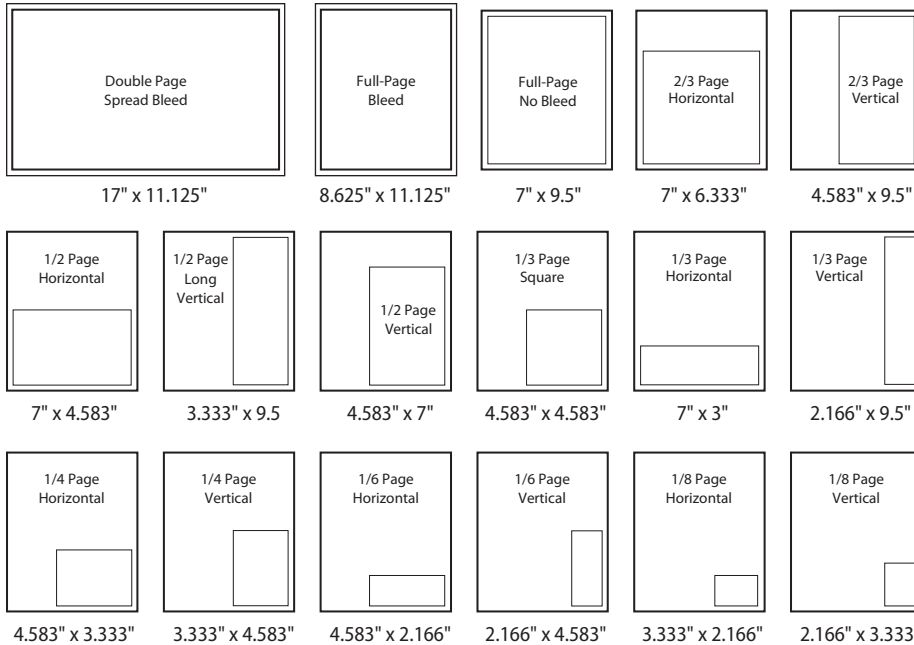
2 Rectangles (180 x 150)

12 months | \$2,950 **6 months** | \$1,625 **3 months** | \$875
Run of Site (3 rotations each)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

- 1 Pg / 1 Surface 8.375" x 10.875" Postcards 6" x 4.25"
- 1 Pg / 2 Surface 8.375" x 10.875" Heavy Card Stock Insert 8.25" x 10.75"
- 2 Pg / 4 Surface 8.375" x 10.875" Postal flysheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Digital Edition

Sponsorship

- 550 x 480 pixels; minimum resolution is 300 dpi
- JPG, SWF, FLV or MP4

Toolbar

- 250 x 50 pixels
- Creative accepted: JPG
- Max file size 100KB
- 100-200 words recommended for expandable text box

*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`
- Font size no smaller than 18pt (12pt for Skyscraper)
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is 15 seconds (including up to 3 loops); A stop action is needed at the end of the animation

Skyscraper

- 200 x 783 pixels; minimum resolution is 300 dpi
- JPG, SWF, no movie types.

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Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Website

Leaderboard

- 728 x 90 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Website

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

Create an invisible button using Action Script 3.0

1. Open your .fla file.
2. Lock all your layers
3. Create a new layer on top and select the first frame.
4. Draw a large rectangle or shape that will cover the whole banner.
5. Then convert your shape to a 'Symbol' and track it as a button.
6. In the PROPERTIES panel set the 'Color Effect' as 'Alpha' and set it to 0%.

Rectangle

- 180 x 150 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

7. Then change the instance name to 'naylorbtn_btn'
8. Create a new layer on top of the button and select the first frame.
9. Go to the ACTIONS panel, copy and paste this snippet below

```
naylorbtn_btn.addEventListener(MouseEvent.CLICK,function(event:MouseEvent):void {
flash.net.navigateToURL(new URLRequest
(root.loaderInfo.parameters.url), "_blank");
});
```

NOTE: Do not type your intended url in the code. Leave the word url as-is. The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the desired URL to your Naylor account executive.

10. Publish or export .SWF file for Flash Player 10 or higher and ActionScript 3.0