

Advertising Rates and Contact: ABTJ accepts full page, two-third page (back cover only), half page, and quarter page advertising. Prices are quoted on single and/or four time insertion rate. **Contact: Jennifer Brinkley, jbrinkley@nabt.com or (888) 566-2993.**

2020 Rates: Full-page: \$2000.00 (1x) / \$1700.00 (4x); **Half-page:** \$1700.00 (1x) / \$1550.00 (4x); **Quarter Page:** \$1550.00 (1x) / \$1000.00 (4x); **Inside Front Cover (Four Color Only):** \$2250.00 (1x) \$1850.00 (4x); **Inside Back Cover:** \$2250.00 (1x) \$1850.00 (4x); **Back Cover (Four Color Only):** \$2400.00 (1x) \$2050.00 (4x); **Two Page Spread Centerfold:** \$3300.00 (1x) / \$2700.00 (4x).

NABT Headquarters: 7433 Spout Springs Road, Suite 101 #67, Flowery Branch, GA 30542

2020 Submission Deadlines: Print-ready ads must be submitted by these dates for inclusion in subsequent publication dates. Vol. 36, No. 1 - **January 15**; Vol. 36, No. 2 - **April 15**; Vol. 36, No. 3 - **July 15**; ; Vol. 36, No. 4 - **October 15**

2020 Publication Dates: Ads submitted prior to these dates will be included in these publications **February 15** (Vol. 36, No. 1), **May 15** (Vol. 36, No. 2), **August 15** (Vol. 36, No. 3), **November 15** (Vol. 36, No. 4).

Ad Submission Guidelines:

- The ad must meet the required size specifications of the ad size you have agreed to (see specs to the right).
- Images and logos should have a minimum resolution of 300 dpi.
- To ensure best quality, please provide the ad as a **print-ready PDF** with all text outlined or embedded in a CMYK format. If you cannot provide a PDF file, the following types of files may be accepted: JPG, TIFF, PSD*, AI*.

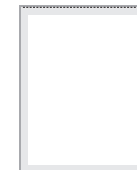
* Note that all "working" files should have text outlined and graphics/ images embedded to avoid issues when opened. NABT/ABTJ is not responsible for errors the advertiser fails to correct. The color of your on-screen artwork and the printed ad may not be exact, and can vary upon publication. Images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print.



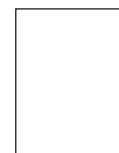
2 Page Spread Bleed
 17.25"w x 11.25"h
Bleed: .125" on all sides
Trim: 17"w x 11"h
Live Area: 16.5"w x 10.5"h



2/3 Page (Back Cover Only)
 8.75"w x 8.625"h
Bleed: .125" left/right/bottom
Trim: 8.5"w x 8.5"h
Live Area: 8"w x 8"h



Full Page Bleed
 8.75"w x 11.25"h
Bleed: .125" on all sides
Trim: 8.5"w x 11"h
Live Area: 8"w x 10.5"h



Full Page (Non-Bleed)
 7.375"w x 9.675"h
Live Area: 7.375"w x 9.675"h



Half Page Horizontal
 7.375"w x 4.6875"h
Live Area: 7.5"w x 4.6875"h



Half Page Vertical
 3.625"w x 9.675"h
Live Area: 3.625"w x 9.675"h



Quarter Page (Non-Bleed, vertical only)
 3.625"w x 4.7125"h
Live Area: 3.625"w x 4.7125"h

Ad Specification Definitions:

Bleed: This area is trimmed off during the printing process to ensure the final version leaves no white margin.

Trim: This is the final edge of the publication after the printer trims off the bleed.

Live Area: No text or important objects should be located outside the live area for maximum visibility and to ensure that nothing is cut off when the