

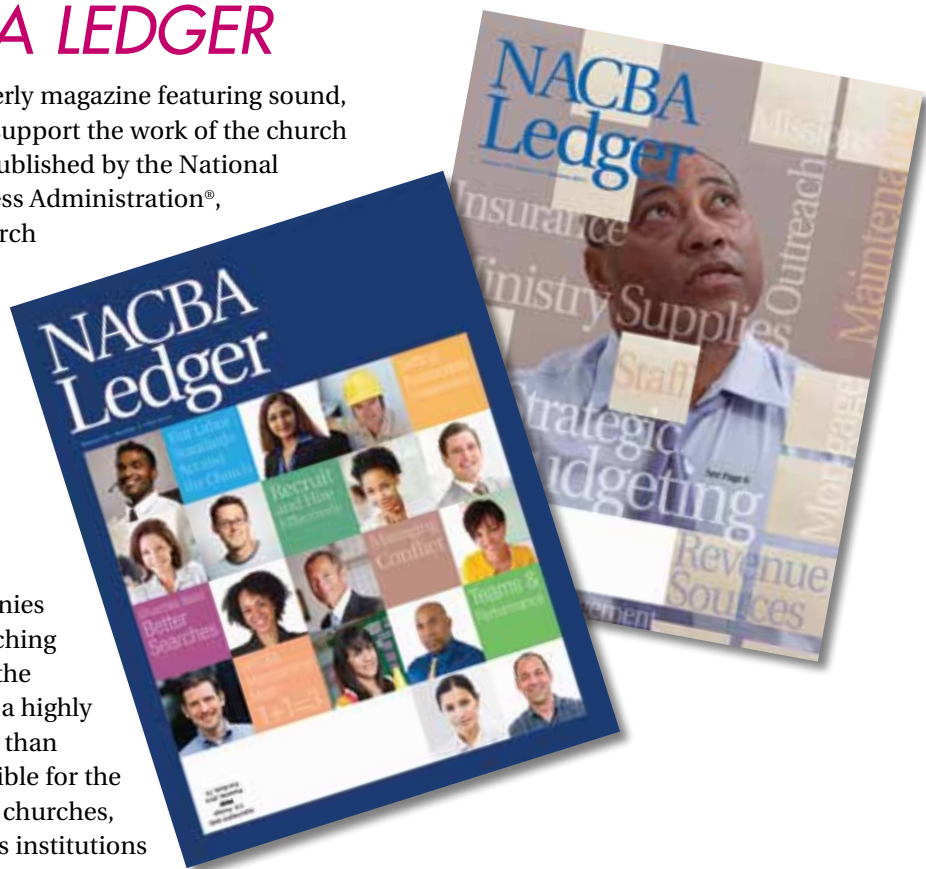
NACBA LEDGER

2012 NACBA LEDGER

The *NACBA Ledger* is a quarterly magazine featuring sound, practical material written to support the work of the church administrative leaders. It is published by the National Association of Church Business Administration®, a nationwide network of church leaders which exists to train, certify (CCA) and provide resources for those serving in the field of church administration.

WHO READS THE LEDGER?

NACBA offers advertising space in the *Ledger* to companies having special interest in reaching the church market. Through the *NACBA Ledger* you can reach a highly specialized audience of more than 2,700 church leaders responsible for the purchasing decisions in local churches, military chapels, and religious institutions of all denominations in all 50 states, District of Columbia, and several foreign countries.



THE NACBA MARKETING OPPORTUNITY

The *NACBA Ledger* is a significant advertising opportunity for your company, but it is only part of the comprehensive marketing plan from NACBA.

The NACBA National Conference brings together over 700 church business professionals each year, providing your company exhibit, advertising, and sponsorship opportunities. Consult the folder, *The NACBA Marketing Opportunity 2: National Conference* for details.

NACBA Digital Media opportunities include the *NACBA Ultimate Guide to Church Suppliers* and the *NACBA Weekly Update*. The *Ultimate Guide* is both a searchable Web site as well as a desktop-resident, single source for the church leader that is accessible by anyone through the NACBA Web site. The *NACBA Weekly Update* is an opt-in email resource that provides comprehensive weekly news briefs containing the week's top industry stories. For more details, see the folder, *The NACBA Marketing Opportunity 3: Digital Media*.



NATIONAL
ASSOCIATION OF
CHURCH
BUSINESS
ADMINISTRATION

100 North Central Expy.
Suite 914
Richardson, Texas
75080-5326
www.nacba.net
(800) 898-8085
(972) 699-7555
(972) 699-7617 Fax

SAMPLE EDITORIAL CONTENT

- Administration and management
- Book reviews
- Communications and public relations
- Crisis planning and management
- Diversity
- Health and risk management
- Internet and social media
- Motivation
- Personnel and staff development
- Preservation and renovation
- Recruiting
- Stewardship and finance
- Tax and legal issues
- Technology

ADVERTISING MEASUREMENTS

DOUBLE PAGE SPREAD

Bleed: 17-1/4" x 11-1/4"
Trim: 17" x 11"
Live area: 16" x 10"

FULL PAGE

Bleed: 8-3/4" x 11-1/4"
Trim: 8-1/2" x 11"
Live area: 7-1/2" x 10"

HALF PAGE SPREAD

Bleed: 17-1/4" x 5-3/8"
Live area: 16" x 4-3/4"

HALF PAGE

Live area: 7-1/2" x 4-3/4"

PRODUCTION GUIDELINES

PRINTING

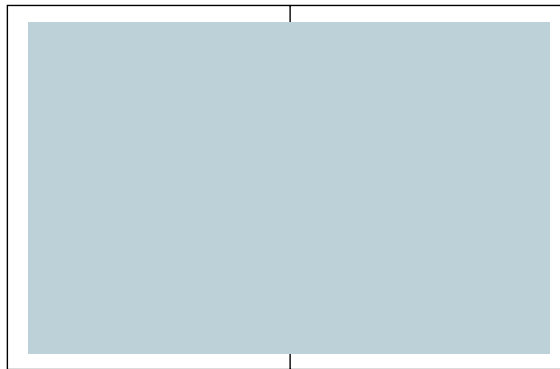
Sheet-fed offset lithography printed on 100# matte enamel text and 60# matte enamel text, saddle stitched.

Advertising is required in digital form because the *NACBA Ledger* is paginated digitally and output through computer-to-plate technology directly to offset printing plates. If your ad is not available in digital form, please contact NACBA for an estimate to recreate the ad.

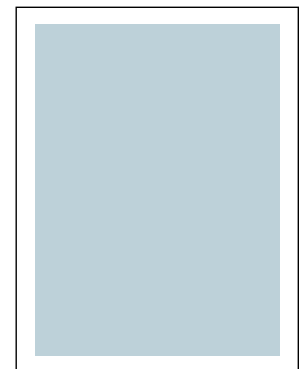
GUIDELINES FOR DIGITAL ADVERTISING

Mac Computers Application files can be submitted in the Mac platform in the following software: Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. (A QuarkXpress file should be prepared as a pdf file.) Include all fonts to avoid unexpected font conflicts, especially if your fonts have custom kerning or tracking tables. Do not mix postscript and truetype fonts. All linked artwork such as charts or graphs, logos, or photographs must be included with ads in order to output properly at high resolution. Please provide a black-and-white or color print of the advertising for reference.

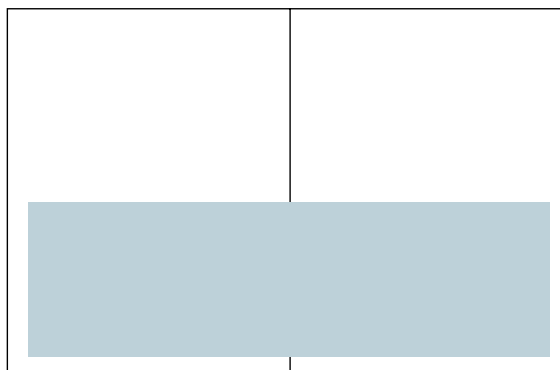
Windows Computers Advertising created using Windows computers should be exported as either an eps file or Adobe Acrobat (pdf) file. When exporting an eps file, convert all fonts to outlines and include linked graphics. If preparing a pdf file, please follow the guidelines on page 3. Advertising created using Adobe Photoshop also may be submitted as a tif or Photoshop eps file.



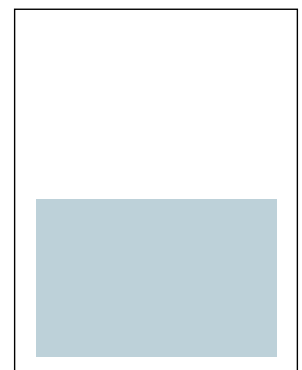
Double Page Spread



Full Page



Half Page Spread



One Half Page

Adobe Acrobat (pdf) Advertising created using either Mac or Windows computers can be submitted as a pdf file. PDF guidelines for preparing ads can be downloaded at www.nacba.net/documents/pdfprep.pdf. Included in the document are instructions and pdf settings for Adobe InDesign, Quark-Xpress, and Adobe Acrobat Distiller software. If the ad bleeds, be sure to include one-eighth inch bleeds and crop marks. *Using pdf shortcuts such as PDFWriter or "export to pdf" functions are not recommended because they may not produce a file of sufficient quality for high resolution printing.* Contact the Ledger's designer, David Harper, at (214) 244-7884 or by email at davidsharper@charter.net with questions about preparing pdf files.

STORAGE MEDIA

Ads can be accepted on CD and DVD disks.

DELIVERY

Ads can be delivered to David Harper at 1202 Jungle Drive, Duncanville, Texas 75116-2012. The telephone number is (214) 244-7884.

Ads can be sent via email to davidsharper@charter.net. All files should be compressed into a single self-extracting archive, and should not exceed 20mb for one file (after encoding for the Internet). When sending application files for ads by email, please include a pdf file for reference.

To upload advertising larger than 20mb, contact David Harper at (214) 244-7884 or by email at davidsharper@charter.net for instructions.

ADVERTISING GUIDELINES

GENERAL INFORMATION

- In consideration of publication of an advertisement the advertiser and the agency, jointly and severally, will indemnify and hold harmless NACBA, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation or right of privacy, copyright infringement or plagiarism.
- Contracts in effect at the time of rate change will be protected until end of contract.

Products listed are registered trademarks of their respective companies.



2012 ADVERTISING RATES

All rates are net. Recognized advertising agencies may add their usual and customary fee to the advertised rates.

NUMBER	AD SIZE/RATE	AD SIZE/RATE	AD SIZE/RATE	AD SIZE/RATE
BLACK AND WHITE ADVERTISING				
1x			Full page \$ 570	1/2 Page \$ 300
2x*			Full page \$ 515	1/2 Page \$ 290
3x*			Full page \$ 460	1/2 Page \$ 265
4x*			Full page \$ 420	1/2 Page \$ 250
4-COLOR ADVERTISING				
1x	Dbl. page \$2,300	1/2 Pg. Spd. \$1,375	Full page \$1,330	1/2 Page \$1,060
2x*	Dbl. page \$2,240	1/2 Pg. Spd. \$1,320	Full page \$1,275	1/2 Page \$1,050
3x*	Dbl. page \$2,180	1/2 Pg. Spd. \$1,265	Full page \$1,220	1/2 Page \$1,025
4x*	Dbl. page \$2,125	1/2 Pg. Spd. \$1,225	Full page \$1,180	1/2 Page \$1,010

SPECIAL POSITION (Full page, 4-color advertising only)

NUMBER	INSIDE FRONT COVER	PAGE 1	PAGE 2	PAGE 5	INSIDE BACK COVER	BACK COVER
1x	\$1,660	\$1,660	\$1,660	\$1,600	\$1,600	\$1,710
2x*	\$1,550	\$1,550	\$1,550	\$1,490	\$1,490	\$1,600
3x*	\$1,500	\$1,500	\$1,500	\$1,440	\$1,440	\$1,550
4x*	\$1,420	\$1,420	\$1,420	\$1,360	\$1,360	\$1,470

*Rate listed on multiple insertions is the rate for each insertions. For example, the 2x rate for a full page, b/w ad is \$515. The total cost for the two insertions is \$1,030.

PUBLICATION TIMETABLE

SPRING 2012

Reserve Space	January 27
Ad Materials Due	February 3
Publication Date	February 17*

SUMMER 2012 (PRE-CONFERENCE)

Reserve Space	May 4
Ad Materials Due	May 18
Publication Date	June 1*

FALL 2012 (POST-CONFERENCE)

Reserve Space	August 3
Ad Materials Due	August 17
Publication Date	August 31*

WINTER 2012

Reserve Space	October 19
Ad Materials Due	November 2
Publication Date	November 16*

*Publication dates are projections only.

ADVERTISING GUIDELINES (Continued)

- New material must be received by issue deadline, or the publisher reserves the right to print the previous ad.
- NACBA reserves the right to reject any advertisement, at any time, for any reason.
- Cancellations must be in writing. No cancellation will be accepted after the space reservation date. When the entire schedule of the contract is not used, the advertiser will be short-rated to the number of ads printed and billed for the difference.
- Information on bind-in cards and inserts is available on request.

BILLING

- New advertisers must send full payment with order.
- Terms: due 30 days after publication.

FOR MORE INFORMATION

For additional information about advertising in the *NACBA Ledger* or other NACBA publications, contact Simeon May, Chief Executive Officer, at (800) 898-8085, (972) 699-7555 or by email at simeon@nacba.net.

NACBA[®] Advertising Agreement

Company Name _____

Contact's Name _____ Title _____

Address _____

Phone _____

Fax _____

E-mail _____

NACBA Ledger Issues (see *The NACBA Marketing Opportunity 1: NACBA Ledger* for rates)

Spring 20__ Summer 20__ Fall 20__ Winter 20__

4-Color Black & White

Double page Full page 2/3page 1/2 page 1/3 page

Amount for Ledger ads \$ _____

Other Requests _____

Splash Ad on NACBA Home Page (\$1,500 per quarter)

Quarter 1 (Jan-Mar) 20__ Quarter 2 20__ Quarter 3 20__ Quarter 4 20__

Amount for Splash ads \$ _____

Grand Total \$ _____ Check Enclosed Credit Card Bill Me

I understand the contents of *The NACBA Marketing Opportunity 1: NACBA Ledger* and/or the contents of *The NACBA Marketing Opportunity 3: Digital Media* form integral parts of this agreement to which I agree to adhere.

Signature _____

Credit Card # _____ Expiration Date ____/____

Exact Name on Card _____

Credit Card Billing Address _____

For information about advertising in the *Ultimate Guide to Church Suppliers* or the *Weekly Update*, please contact Multiview, the NACBA publisher, toll-free at (800) 816-6710 or by e-mail to NACBA@multiview.com.

Revised 09/19/11