



Quarterly Review

NBO Quarterly Review

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The quarterly publication of the National Basketry Organization.
Promoting the art, skill, heritage, and education of traditional and contemporary basketry.

ADVERTISING RATES

4 color display ads

Advertising production is available at an additional fee

Rates effective February 1, 2010

Professional Members receive 5% off regular rate

REGULAR RATE

	Full Page	1/2 page	1/4 page	1/3 page	1/6 page	1/2 page back cover
1 x	525.00	273.00	168.00	210.00	126.00	330.00
2 x	473.00	245.00	150.00	189.00	116.00	300.00
4 x	420.00	216.00	132.00	168.00	102.00	265.00

Introductory rate 20% off - for professional members signing ad contract before March 1, 2010

	Full Page	1/2 page	1/4 page	1/3 page	1/6 page	1/2 page back cover
1 x	420.00	218.50	134.50	168.00	100.00	263.50
2 x	378.00	196.50	121.00	151.00	90.50	237.50
4 x	336.00	175.00	107.50	134.50	80.50	211.00

All ads are subject to approval by the Communications Committee of the NBO

DEAD LINES

	Ad Reservation	Artwork	Estimated Printing
2010 Spring Issue :	March 1	March 10	April 1
2010 Summer Issue:	May 1	May 10	June 1
2010 Fall Issue:	July 1	July 10	Aug 1
2010 Winter Issue:	October 1	October 10	November 1

PRINT AD SPECIFICATIONS

- Color ads must be in RGB at 360 dpi. Extra bleed area is recommended for latitude in creative layout. Preferred embedded color profile - Adobe RGB 1998

Acceptable file types:

- PDF (with all fonts embedded)
- EPS (with all fonts converted to outlines)
- TIF (flattened)
- InDesign (with all supporting images and fonts)
- Photoshop (flattened)
- Illustrator (with all linked files included and all fonts converted to outlines)

Please send hard copy for guidance.

NBO Quarterly Review is produced using InDesign CS3.

File transfer methods:

- E-mail
- Mail Disk via USPS
- FTP site may be available in the future.

TERMS AND CONDITIONS

Rates, conditions, and space units are subject to change without notice. The publisher reserves the right to cancel the contract upon default of payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable. The publisher reserves the right to reject or cancel any advertising which in the opinion of the publisher does not conform to the standards of the publication. Advertisers may not cancel orders for, or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate and/or position protection for the remainder.

For Questions or To Place An Ad

Plan to reserve your space before the Space Reservation Deadline listed. Please send order, correspondence, and advertising materials to: MDBaskets@aol.com or telephone: 828-837-1280