RESERVATION & MATERIAL DUE DATES

The NATA News is a monthly publication and is created two months in advance of the publishing date and mailed two weeks in advance of the publishing date. Material submission instructions are listed online at www.nata.org/marketing.

PRINTING SPECIFICATIONS

150 line screen, web press, notch bound
Trim size: 8" x 10 7/8"
Macintosh or PC-formatted disk with ad created in Quark or provided as a .PDF, .EPS or TIFF file.

- Fonts must be embedded and/ or converted to outline
- Hard copy must be mailed or faxed

Bleed requirements: Copy must measure at least 8-5/8" x 11-1/8" with usable area within 8-1/8" x 10-5/8"
Four-color: NATA requires a color proof. PMS colors must be submitted as four-color process.

NATA reserves the right to refuse advertising space for any reason.

NATA News Advertising Rates/ Frequency (gross)						Advertising Sizes	
	Open Rate	**3X**	**6X**	**9X**	**12X**	**Horizontal**	**Vertical**
Discount		3%	5%	7%	10%		
4-Color							
Spread	6180	5995	5871	5747	5562		
Full Page	3015	2925	2864	2804	2714	7"x 10"	–
1/2 Page	2498	2423	2373	2323	2248	7"x 4-7/8"	–
1/3 Page	2368	2297	2250	2202	2131	7"x 3-3/4"	2-1/4"x 10"
1/4 Page	1879	1823	1785	1747	1691	–	3-3/8"x 4-7/8"
Black & White							
Spread	4270	4142	4057	3971	3843		
Full Page	2058	1996	1955	1914	1852	7"x10"	–
1/2 Page	1543	1497	1466	1435	1389	7"x 4-7/8"	–
1/3 Page	1307	1268	1242	1216	1176	7"x 3-3/4"	2-1/4"x 10"
1/4 Page	924	896	878	859	831	–	3-3/8"x 4-7/8"
2-Color							
BW Rates	+ 350						
Premium & Covers							
Second	–	4015	3814	3624	3442		
Third	–	3681	3497	3322	3156		
Fourth	–	5214	4953	4705	4470		
Page Three	–	–	–	–	3090		
Table of Contents		–	–	–	3605		
Cover Story	–	–	–	–	3090		
Insertion	3500						
Preferred	+10%						

Production Schedule/ Deadlines

	Space	**Materials**	**Inserts**	**Mail Drop Date**
January 09	November 10	November 14	November 28	December 17
February	December 1	December 5	January 3	January 15
March	January 5	January 9	February 2	February 16
April	February 9	February 13	March 2	March 16
May	March 9	March 13	April 1	April 15
June	April 6	April 10	May 4	May 15
July	May 4	May 8	June 1	June 15
August	June 8	June 12	July 1	July 15
September	July 6	July 10	August 3	August 17
October	August 10	August 14	September 2	September 15
November	September 7	September 11	October 1	October 15
December	October 5	October 9	November 2	November 16