

# Member Advertising Rates

## NEW 2020 RATES

All ads are discounted for frequency. Buy more and save.

4 COLOR	1X***	3X	6X	11X	BUYER'S GUIDE
MEMBER TYPE	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC
Full page**	\$3,666/\$4,403	\$3,070/\$3,688	\$2,980/\$3,575	\$2,856/\$3,428	\$4,025/\$4,831
Two-thirds page	\$3,254/\$3,907	\$2,754/\$3,291	\$2,693/\$3,234	\$2,570/\$3,086	\$3,672/\$4,408
One-half page	\$3,050/\$3,661	\$2,565/\$3,081	\$2,505/\$3,010	\$2,429/\$2,917	\$3,399/\$4,075
One-third page	\$2,841/\$3,504	\$2,394/\$2,872	\$2,336/\$2,801	\$2,219/\$2,632	\$3,141/\$3,774
One-quarter page	\$2,641/\$3,171	\$2,219/\$2,662	\$2,194/\$2,631	\$2,091/\$2,510	\$2,841/\$3,505
One-sixth page	\$2,326/\$2,791	\$1,949/\$2,341	\$1,908/\$2,291	\$1,821/\$2,184	\$2,270/\$2,724
Hot links	\$960/\$1,152	\$811/\$975	\$776/\$934	\$730/\$874	N/A
2-page spread**	\$5,351/\$6,422	\$4,565/\$5,479	\$4,315/\$5,176	\$3,949/\$4,739	\$5,611/\$6,121

### Savings!

**NIA members receive 10–25% off the non-member rate (shown above).**

**An additional discount is offered when a cash/check payment is made within 30 days.**

**Save even more with 18x and 24x packages!**

**Bundle print, email, and web ads with event sponsorships to save more.**

### Custom Advertising

#### Packages Maximize Exposure

Want readers to walk away with more than a positive impression of your business? Consider these options:

- **Belly band:** Wrap your ad around the cover of the issue so that your message is the first thing readers see.
- **Mail your marketing brochure inside or alongside the magazine!** We can attach it to the magazine so readers can remove it and keep your product information.
- **Advertorials:** Need to say more about your product or its possible applications? Purchase editorial space for a product advertorial.

### 2019 Early Bird Bonus

**Sign up by December 10, 2019, for your 2020 ad package and receive 50% off 1 E-News Bulletin or page curl digital ad for 1 month.**

# Non-Member Advertising Rates

**NON-MEMBERS: JOIN NIA TO RECEIVE 10–25% OFF EACH AD!**

4 COLOR	1X***	3X	6X	11X	BUYER'S GUIDE
Full page**	\$4,893	\$4,096	\$3,974	\$3,806	\$5,366
Two-thirds page	\$4,341	\$3,656	\$3,591	\$3,429	\$4,908
One-half page	\$4,070	\$3,422	\$3,341	\$3,239	\$4,540
One-third page	\$3,791	\$3,188	\$3,111	\$2,959	\$4,204
One-quarter page	\$3,525	\$2,958	\$2,924	\$2,791	\$3,791
One-sixth page	\$3,101	\$2,601	\$2,545	\$2,429	\$3,025
Hot links	\$1,281	\$1,081	\$1,035	\$970	N/A
2-page spread**	\$7,136	\$6,085	\$5,754	\$5,264	\$8,242

**Ask about our deals for new advertisers!**



**Rates are discounted based upon frequency, so you can promote your company often.**

A 2% cash/check discount is offered. Not all advertisers qualify for the rates and discounts shown. To qualify for all NIA bonus programs, all ads must run during the 2020 calendar year. To qualify for the membership discount, you must have NIA membership in good standing through 2020 and at the time of insertion.

- \*\* Special premium page placement is available for an additional 10%. Cover positions are available for an additional premium.
- \*\*\* Ads in the special issues are subject to a 10% premium when purchased at a 1-time frequency. Advertisers will receive a rebate if they purchase subsequent ads.

**Note:** Black and white available upon request.

**2019 Early Bird Bonus**  
**Sign up by December 10, 2019, for your 2020 ad package and receive 50% off 1 E-News Bulletin or page curl digital ad for 1 month.**