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# National Public Records Research Association

## 2011 NEWSLETTER

### ADVERTISING SPECIFICATIONS

Want an opportunity to reach the people making purchasing decisions in the public records research industry? Looking for a great way to increase your company's visibility and enhance your marketing efforts in 2011? **Advertise with the National Public Records Research Association!** The NPRRA offers several newsletter advertising options.

The NPRRA publishes a quarterly newsletter, *THE RECORD*, which is distributed to all members. You can purchase an ad in one or all issues. Ads can include your logo or an image and will have a live link to the website of your choice. Join the NPRRA to receive a substantial savings! Visit [www.nprra.org](http://www.nprra.org) for membership information.

**MEMBER RATE:**

**Ad in a single issue**

<b>Ad Size</b>	<b>Placement Cost</b>
→ Main Text Section – 400 x 150 pixels	\$100
→ Sidebar Ad – 125 x 125 pixels	\$50

**Ad in all four issues**

<b>Ad Size</b>	<b>Placement Cost</b>
→ Main Text Section – 400 x 150 pixels (includes complimentary featured sponsor article)	\$300 (\$100 savings)
→ Sidebar Ad – 125 x 125 pixels	\$150 (\$50 savings)

**NON-MEMBER RATE:**

**Ad in a single issue**

<b>Ad Size</b>	<b>Placement Cost</b>
→ Main Text Section – 400 x 150 pixels	\$150
→ Sidebar Ad – 125 x 125 pixels	\$75

**Ad in all four issues**

<b>Ad Size</b>	<b>Placement Cost</b>
→ Main Text Section – 400 x 150 pixels (includes complimentary featured sponsor article)	\$450 (\$150 savings)
→ Sidebar Ad – 125 x 125 pixels	\$225 (\$75 savings)

<b>Editorial Calendar</b>	<b>Artwork Due</b>
Winter 2011	Friday, Jan. 28, 2011
Spring 2011	Friday, April 29, 2011
Summer 2011	Friday, July 29, 2011
Fall 2011	Friday, Oct. 30, 2011

**Specifications:** Submit all ads as JPG or GIF formats.