



# news

Official Publication of the National Association of Professional Organizers

Circulation: 4,000 NAPO Members -- professional organizers representing more than 148,000 clients.

Electronically published six times per year. Format: three-column, list of advertisers. Feature articles, themes. 99% of Member respondents to NAPO's 2009 membership survey felt that NAPO News is a valuable member benefit, and the majority of respondents reported that they read every issue of NAPO News!

**2011 Advertising Sizes & Color Rates per Issue\*** (Circle the Size and Frequency)  
*NAPO Member Rates reflect 10% discount.*

**FULL Page - 7.5"x10" (w/h)**

1x Member	\$543.00
1x Non Mem	\$604.00
3x Member	\$489.00
3x Non Mem	\$543.00
6x Member	\$435.00
6x Non Mem	\$483.00

**HALF Page (V) - 3-3/8"x10" (w/h)**

1x Member	\$304.00
1x Non Mem	\$338.00
3x Member	\$271.00
3x Non Mem	\$301.00
6x Member	\$245.00
6x Non Mem	\$272.00

**HALF Page (H) - 7.5" x 5" (w/h)**

1x Member	\$304.00
1x Non Mem	\$338.00
3x Member	\$271.00
3x Non Mem	\$301.00
6x Member	\$245.00
6x Non Mem	\$272.00

**THIRD Page (V) - 2-3/8"x10" (w/h)**

1x Member	\$190.00
1x Non Mem	\$211.00
3x Member	\$168.00
3x Non Mem	\$187.00
6x Member	\$157.00
6x Non Mem	\$174.00

**QUARTER Page - 3.5"x5" (w/h)**

1x Member	\$169.00
1x Non Mem	\$188.00
3x Member	\$157.00
3x Non Mem	\$174.00
6x Member	\$136.00
6x Non Mem	\$151.00

## **NAPO News, Page Two**

<b>Issue</b>	<b>Space Reservation</b>	<b>Materials Due</b>
January/February 2011	10/1/10	10/8/10
March/April 2011	12/2/10	12/10/10
May/June 2011	2/4/11	2/18/11
July/August 2011	4/8/11	4/15/11
September/October 2011	6/9/11	6/16/11
November/December 2011	8/5/11	8/12/11

Completed ads should be e-mailed to Jeanette Driscoll at [jdriscoll@ahint.com](mailto:jdriscoll@ahint.com)

### **Specifications:**

Either black & white or color advertisements are accepted. QuarkXpress and Adobe InDesign files for Mac (including all related fonts and images used in the layout) are preferred. EPS, TIF, and PDF files are accepted, but only at 300 dpi resolution and with all fonts and graphics embedded. Ads created in other programs, such as Word or Publisher, will not be accepted.

**Payment:** company check credit card

### **Guidelines:**

\* NAPO does not endorse or evaluate products represented in advertisements. Advertisers assume all liability for the products or services represented in their advertisements. NAPO only publishes advertisements consistent with the association's goals and purposes. Advertisement content is subject to review and approval by NAPO staff. Advertising is capped at seven pages per twenty-page issue.

\* Prepayment is required from all new advertisers; payment in full must be received by the space reservation deadline. Cancellations can not be accepted after the space reservation date.

\*Distribution: scheduled for the first week in the month, subject to change.

\*\$80/hour is the labor charge for any changes required of submitted artwork. NAPO will only make changes to a file as part of the NAPO News production process, at the time most convenient for expediting the production process, and only for use in NAPO News. If submitted artwork does not conform to the space reservation as listed above, NAPO will charge according to the size submitted.

\*Ad content is subject to review and approval by NAPO Staff.

Contact: for more information, including returning completed insertion agreements:

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