



Published by:

NCSL INTERNATIONAL
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Boulder, CO 80301 USA

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www.ncsli.org

Advertising Information

2018 NCSLI Metrologist Ad

Rates Ad Type	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,700	\$3,400	\$5,100	\$6,800
Half Page	\$1,200	\$2,400	\$3,600	\$4,800

Metrologist Advertising Editorial Calendar

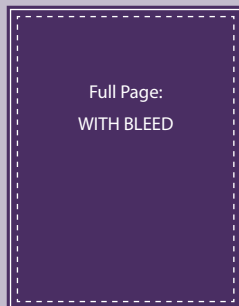
Issue Month	Space Reservation	Artwork Deadline	Publication Date
JANUARY	November 1	November 10	January 5
APRIL	February 1	February 10	April 1
JULY	May 1	May 10	July 5
OCTOBER	August 1	August 10	October 1

To Reserve Ad Space, Contact

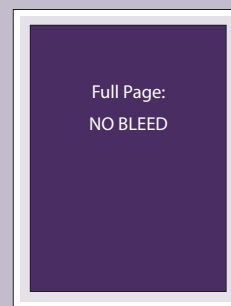
Linda Stone
NCSLI Media Coordinator
Direct: 303-318-4196
Email: lstone@ncsli.org

Ad Sizes

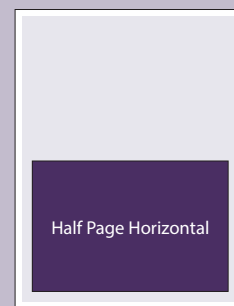
Full Page: With Bleed
Bleed size: 8-5/8" w x 11-1/8" h (8.625" x 11.125")
Trim size: 8-3/8" w x 10-7/8" h (8.375" x 10.875")
Safe type area: 7-1/8" x 9-3/4" (7.125" x 9.75")



Full Page:
No Bleed
7-1/8" x 9-3/4"
(7.125" x 9.75")



Half Page
Horizontal
7-1/8" w x 4-3/4" h
(7.125" x 4.75")



Ad Specifications

We accept ads in any of these formats:

PDF

- Images used must be 300 dpi
- Embed all fonts
- Export or distill PDFs at 300 dpi (PDFs containing images at lower than 300 dpi are not acceptable.)

TIFF or JPG

- File resolution must be 300 dpi at full ad size
- Image quality must be high

EPS

- Images used must be 300 dpi and embedded in EPS file
- Fonts must be converted to outlines

NOT ACCEPTED

We do not accept Microsoft Word documents, Microsoft Publisher files, or PageMaker files

How to Submit Your Ad

- Name files with your company name
- Compress file(s) as (.sit) or (.zip)

Include a Proof

- Include a PDF or printed copy of your ad so that we can verify that the published ad is correct

Email:

Email compressed file to:
lstone@ncsli.org

Put "Metrologist" and your company name in the subject line.