

me·tro·lo·gist

NCSLI WORLDWIDE NEWS

ADVERTISING INFORMATION

To Reserve Ad Space: Contact Linda Stone, NCSLI Media Coordinator
Direct: 303-318-4196. Email: lstone@ncsli.org

2020 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

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

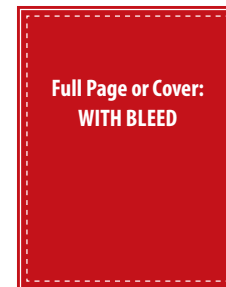
Email:

Email compressed file and PDF to: **lstone@ncsli.org**
Put "Measure" and your company name in the subject line.

Postal Mail or Shipping:

Mail or ship CD to:
NCSL International
Attn: Measure Journal, Advertising
5766 Central Avenue, Suite 150
Boulder, CO 80301 USA

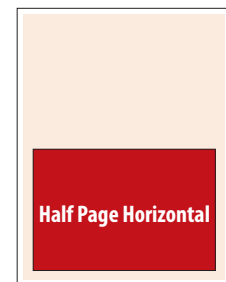
Ad Sizes



Full Page or Cover:
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 or Cover:
No Bleed
Ad size:
7-7/8" w x 10-3/8" h
(7.875" x 10.375")
Safe type area:
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")



NCSLI INTERNATIONAL
Serving the World of Measurement



ADVERTISING INFORMATION

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Direct: 303-318-4196. Email: lstone@ncsli.org

2020 NCSLI Measure Ad Rates

Ad Type	1 Issue	2 Issues	3 Issues	4 Issues
Inside Front Cover	\$2,300	\$4,600	\$6,900	\$9,200
Inside Back Cover	\$2,100	\$4,200	\$6,300	\$8,400
Back Cover (Not available in June)	\$2,300	\$4,600	\$6,900	-----
Full Page	\$1,900	\$3,800	\$5,700	\$7,600
Half Page	\$1,300	\$2,600	\$3,900	\$5,200

Measure Advertising Editorial Calendar

Issue Month	Space Reservation	Artwork Deadline	Publication Date
MARCH	January 1	January 10	March 1
JUNE	April 1	April 10	June 1
SEPTEMBER	July 1	July 10	September 1
DECEMBER	October 1	October 10	December 1

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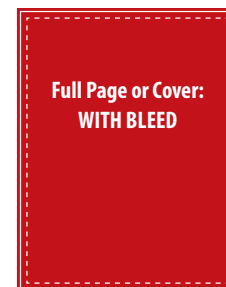
Email compressed file and PDF to:
lstone@ncsli.org

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

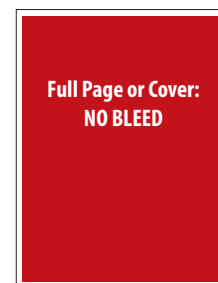
Postal Mail or Shipping:

Mail or ship CD to:
NCSL International
Attn: Measure Journal, Advertising
5766 Central Avenue, Suite 150
Boulder, CO 80301 USA

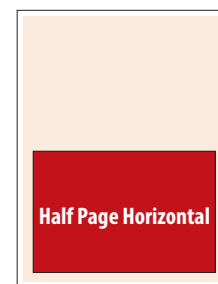
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