

# Postmasters Gazette

## 2010 ADVERTISING INFORMATION SHEET

### Publication Title

*Postmasters Gazette*

### Publisher

National Association of Postmasters of the United States

### Frequency

10 times per year

### Publication Dates

The *Postmasters Gazette* is mailed the middle of the month preceding the issue date. (Please refer to 2010 Print Schedule for specific dates.)

### Method of Distribution

Periodicals postage.

### Circulation

The *Postmasters Gazette* is mailed to members of the National Association of Postmasters of the United States, who automatically receive a subscription to the publication as part of their annual association dues. The publication is mailed to nearly 40,000 active postmasters, officers-in-charge and retired postmasters.

### Advertising Office

All advertising insertion orders, advertising materials and inquiries should be directed to Balent-Young Publishing, PO Box 734, Front Royal, VA 22630-1600; (540) 636-2569, phone/fax.

### Advertising Policy

All prospective advertisers are hereby informed of a formal advertising policy for the *Postmasters Gazette*, and agree to honor that policy and abide by the decisions of the editor and publisher with respect to any interpretations of said policy.

### Contract and Copy Regulations

The publisher shall not be bound by any conditions, printed or otherwise, appearing on advertising insertion orders where such conditions conflict with the regulations set forth in this rate sheet. Advertorials are accepted, provided the word "advertisement" appears at the top of the ad in 12-point type and all capital letters.

### Cancellation

Advertising contracts may be discontinued by either party upon 30 days' written notification. Insertions may not be cancelled after the advertising deadline.

### Proof of Publication

Advertisers will be mailed one copy of each issue of the *Postmasters Gazette* in which their ad appears.

### Payment

Payment for all advertisements must be made in full, by dates noted on the print schedule, in advance of publication. Advertisers taking advantage of multiple-insertion rates may request a payment plan. Checks should be made payable to NAPUS and be mailed to the national advertising office listed under "Advertising Office."

### Closing Dates

Payment and digital file of ad must be received by the advertising deadline. (Please refer to the 2010 Print Schedule for specific dates.)

### Advertising Rates\*

Standard, black-and-white ad rates

SIZE	1 X	3 X	6 X	9 X
1 pg	1,047.00	997.05	946.85	902.25
2/3 pg	735.20	701.85	668.30	635.00
1/2 pg	651.65	618.35	590.40	562.75
1/3 pg	434.60	412.05	390.00	373.10
1/4 pg	410.00	378.75	362.10	345.45
1/6 pg	278.55	267.50	256.25	245.00

\* NAPUS members may take a 10% reduction off these advertising rates.

### Color

Process colors, up to three, are available for \$130 each; PMS colors are \$260 each.

### Multiple-Insert Discounts

The multiple-insert (or "times") discount rates referenced above are available only to advertisers who repeat the same ad or a new ad of the same size. Multiple-insert discounts shall be accepted for not more than 10 issues, including the issue of first insertion, with the understanding that any increases in advertising rates beyond the rate guarantee period of Jan. 1, 2010, shall immediately apply.

### Covers

Covers 2, 3 and 4 are available to advertisers for full-page ads only. The rate premium for Covers 2 and 3 is 15%; for Cover 4, 25%.

### Inserts

Single-sheet inserts will be accepted at two times the standard, black-and-white, full-page ad rate. Rates vary for multiple-page inserts. Advertisers must furnish printed inserts to the specifications and insert receipt dates required by the printer of the *Postmasters Gazette*. Please contact the advertising office for more information.

### Special Positions

Special positions are guaranteed for full-page ads only and at a rate premium of 15%.

### Method of Printing

Web offset

### Paper

45-pound Pub Text, white

### Advertising Materials

Please e-mail all digital files to [kbalentyoung@gmail.com](mailto:kbalentyoung@gmail.com). Print-ready, high resolution PDF files with fonts embedded are accepted. High resolution 300 dpi jpeg and tiff files are accepted with all fonts rasterized. Ads must be submitted in the exact size they appear. Materials that are improperly prepared and without proofs will be subject to production charges. Please include name and phone number of contact person.

### Mechanical Requirements

Publication trim size: 8-1/8" x 10-13/16"

Space dimensions:

AD SPACE	WIDTH	DEPTH
Full page, bleed four sides	8-1/2"	11-3/16"
Full page, no bleed	7-5/8"	10-5/16"
2/3 page vertical	4-1/2"	9-5/8"
2/3 page horizontal	7-1/8"	6-1/4"
1/2 page vertical	3-1/2"	9-5/8"
1/2 page horizontal	7-1/8"	4-3/4"
1/3 page vertical	2-3/8"	9-5/8"
1/3 page square	4-1/2"	5"
1/4 page vertical	3-1/2"	4-1/2"
1/6 page vertical	2-3/8"	4-3/4"
Center spread, bleed 4 sides	16-7/8"	11-3/16"
Center spread, no bleed	15-3/4"	10-5/16"