



THE NEVADA TRAVERSE AD PRICING

SUSTAINING MEMBERSHIP

\$195 Annually

INCLUDES:

- Complimentary business listing in the Traverse
- Complimentary listing on NALS website
- Member pricing on ads in the Nevada Traverse.

BLACK/WHITE	MEMBER PRICING		NON-MEMBER PRICING	
	1 Issue	Yearly (4x)	1 Issue	Yearly (4x)
Prof. Listing	\$70	\$165	\$265	\$525
1/8 Page	\$100	\$305	\$295	\$615
1/4 Page	\$175	\$525	\$345	\$965
1/2 Page (H or V)	\$240	\$730	\$430	\$1180
3/4 Page	\$315	\$950	\$505	\$1310
Full Page	\$350	\$1045	\$540	\$1530

FULL COLOR	MEMBER PRICING		NON-MEMBER PRICING	
	1 Issue	Yearly (4x)	1 Issue	Yearly (4x)
1/8 Page	\$200	\$405	\$395	\$715
1/4 Page	\$290	\$770	\$485	\$1340
1/2 Page (H or V)	\$400	\$1080	\$610	\$1615
3/4 Page	\$580	\$1740	\$1000	\$2442
Full Page	\$610	\$1745	\$890	\$2225

SPECIAL PLACEMENT	MEMBER PRICING		NON-MEMBER PRICING	
	1 Issue	Yearly (4x)	1 Issue	Yearly (4x)
Inside Front Cover	\$810	\$1945	\$1090	\$2425
Inside Back Cover	\$810	\$1945	\$1090	\$2425
Outside Back Cover	\$860	\$1995	\$1140	\$2475

ENHANCEMENTS	MEMBER PRICING		NON-MEMBER PRICING	
	1 Issue	Yearly (4x)	1 Issue	Yearly (4x)
Web Link - Added to Digital Version	\$50	\$100	\$100	\$200
Insertions - Tear-outs	CALL FOR QUOTE			

The Nevada Traverse

Phone (888) 994-3510 FAX (707) 578-4406

E-mail: nals@nvlandsurveyors.org



THE NEVADA TRAVERSE

526 South E Street - Santa Rosa, CA 95404
T. (888) 994-3510 F. (707) 578-4406
nals@nvlandsurveyors.org

ADVERTISING CONTRACT

Date _____

Company _____
(Advertiser as it should appear in the Advertisers Index)

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell PHone _____

Fax _____

Email _____

SELECT AD SIZE

Full Page 3/4 Page 1/2 Page (Horizontal) 1/2 Page (Vertical) 1/4 Page 1/8 Page Professional Listing

RATE & FREQUENCY

Sustaining Member One Time Rate Four Time Rate

SPECIAL PLACEMENT OR ENHANCEMENTS

Inside Front Cover Inside Back Cover Outside Back Cover Web Link (Digital Version)

PAYMENT INFORMATION

Total: \$ _____ Check Included Bill Me Visa MasterCard

Bankcard # _____

Exp. Date: _____ CID (3 digits on back) _____

Signature _____

Billing Address _____



THE NEVADA TRAVERSE MEDIA KIT

SUBMISSION REQUIREMENTS

- Electronic artwork emailed to: nals@nvlandsurveyors.org
- NO FILM accepted
- PMS specified colors will be matched as close as possible using the four color process
- Production charges incurred by THE NEVADA TRAVERSE will be charged to the advertiser at prevailing market rates on a noncommissioned basis

ACCEPTABLE FILES

- High Resolution PDFs Generated for "Press Quality" (preferred file type)
- Photoshop Tiff or EPS (300 dpi)
- Vector EPS files with outlined fonts

Note: All supplied files should be at least 300 dpi at the actual ad size

GENERAL INFORMATION

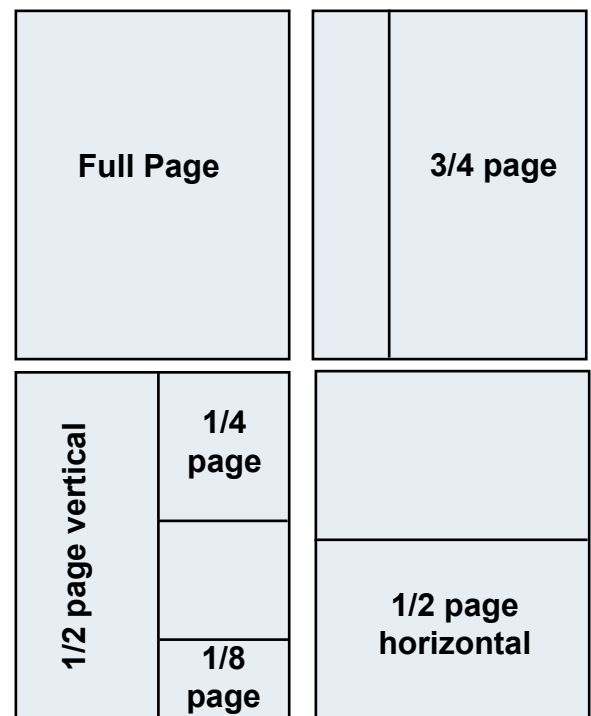
- Rates are protected for the duration of contract
- Ads which exceed the size specifications will be charged the next largest size
- Cancellations not accepted after contract date
- If new instructions/artwork are not received by contract date, most recent mechanicals will be used

AD SPECIFICATIONS

Size	Width x Height
1/8 (H)	3 3/4" x 2 1/2"
1/4 (H)	3 3/8" x 4 7/8"
1/2 (V)	3 3/8" x 10"
1/2 (H)	7 3/8" x 4 7/8"
3/4 (V)	5 3/4" x 10"
Full Page	7 3/8" x 10"

TRIM SIZE: Full Page - 8 1/2" x 11"

BLEED SIZE: Full Page- 8 3/4" x 11 1/4"



CONTRACT DATE

January 25th
April 25th
July 25th
October 25th

ARTWORK DUE

February 1st
May 1st
August 1st
November 1st

PUBLISH DATE

February 10th
May 10th
August 10th
November 10th

For questions please contact NALS

Phone: (888) 994-3510 Fax: (707) 578-4406