**Advertising and Sponsorship Publication and Ad Specifications**

**Business Credit Magazine General Information**

**Software:** CC 2022  
**Printing process:** Web full-run  
**Trim size:** 8.125 x 10.875”  
**Number of columns:** 3  
**Number of pages:** 40, plus cover  
**Binding method:** Saddle stitched

**File Formats**Macintosh-based, primarily using Adobe InDesign, Photoshop and Illustrator.  
A hi-res PDF format with fonts embedded is preferred.  
No Microsoft applications or PDFs created from Microsoft applications.

**File Submission and Print Guidelines**

• Submit art through FTP, or by email (if less than 10MB).  
• All images must be at least 300 dpi. Do not use GIFs or JPEGs.  
• All fonts must be provided or embedded in files.  
• Images and text must be in CMYK or grayscale. All specified colors should not exceed a total value of  
300% (the total percent of C+M+Y+K when added).  
• Crop marks must be in place, colored as “registration” and should be incorporated with an offset of 12pts.  
• Line weight should not measure less than 0.25pt.

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| **Non-Bleed Standard Ad Dimensions** |
| Full page | 7.125 X 9.875" |
| ½ vertical | 3.75 X 9.875" |
| ½ horizontal | 7.125 X 5" |
| 1/3 vertical | 3.75 x 6.5" |
| 1/3 horizontal | 7.125 x 3.25" |
| ¼ vertical | 3.75 x 5" |

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| **Bleed Dimensions** |
| Add 0.125” bleeds all around with trim marks |
| Full page – Trim size | 8.125 X 10.875” |
| Spread – Trim size | 16.25 X 10.875” |

**File Specifications for Digital Ads**  
**Acceptable file formats:** JPEG, PNG, or PDF with fonts embedded. Flash programs are not accepted due to format viewing restrictions. All digital files should be set at 72 dpi. Your ad should display properly no matter what background color exists on the web page. Current web page background color is white. DO NOT submit  
an ad with a transparent background.

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| **Digital Ads** |
| *Business Credit* Magazine | 1400 X 400 or 800 (h) x 1200 (v) |
| *eNews* Weekly Update | 940 X 1400 |
| Credit Essentials | 1400 X 400 |
| NACM home page slider | 3604 X 930 |
| *Week in Review* | 1400 X 400 |

If you have any questions regarding these specifications, please contact Robin An or Tina Widzbor at

410-740-5560.



**eNews ad specifications:**  
NACM’s eNews Weekly Update is distributed Thursdays via email to more than 18,000 members and subscribers. It is also posted on the NACM website for one week. There is a limit of two featured ads in each issue (listed on a first come, first served basis)

The ad size for eNews is 940 X 1400 pixels

Artwork and accompanying URL must be received by Tuesday, 5:00pm eastern time, the week of the issue.

**Acceptable file formats:** GIF, HTM, JPEG, TIFF, PDF, Animated  
GIF. Flash programs are not accepted due to format viewing restrictions. Your ad should display properly no matter what background color exists on the web page. Current web page background color is white. DO NOT submit an ad with a transparent background.

**ePostcard:**

Acceptable file formats:  JPEG or GIF or PNG

Include web link/address

Specifications:  550px wide by 350px high

              OR

Provide company logo and text and we will arrange

**Attendee Reminder email and Attendee Thank You email**

600 pixels wide

135 pixels high

Submit as PNG or JPEG file

Include web link

**Sponsorship Packages**

Logo specifications:  EPS file.  If not available, either JPEG or TIFF in high resolution (300 dpi), at least 5” wide.

NACM must approve any content (written or artistic) that will be published, printed, displayed or distributed as part of our Advertising/Media and Sponsorship Packages. NACM may reject, cancel or request alternation to any material submitted as a part of this process at its sole discretion.

**Collection agencies are ineligible to participate in any promotional, advertising or sponsorship opportunities.**