

Reach the Government Contracting Community with NCMA's Resource Guide



LOOK INSIDE!



PROFILE ADS give your business the opportunity to explain your products and services.

DISPLAY ADS give your business the opportunity to stand apart and brand your products and services.



Profile your business and services in front of nearly 40,000 hard-to-reach contract and acquisition professionals!

The *Contract Management* Resource Guide is the only annual profile directory designed to place your business and expertise in front of the world's largest audience of contract and acquisition professionals!

8 categories to choose from:

- Consulting
- Contract & Acquisition Support
- Government Contractors (Prime/Sub)
- Education and Training
- Employment Opportunities and Staffing
- Information Technology
- Law & Finance
- Products



NATIONAL CONTRACT MANAGEMENT ASSOCIATION

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RATES

COLOR:	<i>PACKAGE BOTH DISPLAY AND PROFILE AND SAVE!</i>	
Full Page:	Profile or Display: \$3500	\$5000
Half Page:	Profile or Display: \$2600	\$4000
Quarter Page:	Profile or Display: \$1900	\$3000

PREMIUM POSITIONS: AVAILABLE BY REQUEST

Black & White:

Full Page:	Profile or Display: \$2600	\$4000
Half Page:	Profile or Display: \$1900	\$3000
Quarter Page:	Profile or Display: \$1300	\$2000

DISPLAY AD SPECS

SIZE	WIDTH		DEPTH
Full Page			
Live Area (non-bleed size)	7 5/8"	x	10 1/4"
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"
2-Page Spread w/bleed	17"	x	11 1/8"
<i>(For bleed—keep all text elements 1/4" inside all edges)</i>			
1/2-Page Horizontal	7 1/8"	x	4 7/16"
1/4-Page Vertical	3 7/16"	x	4 7/16"

ELECTRONIC FILE REQUIREMENTS FOR DISPLAY ADS

Please note our new file submission requirements:

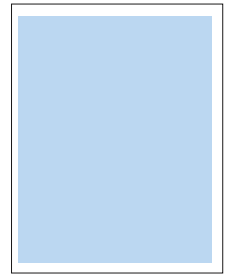
- A proof must accompany all submitted artwork.
- Do not include printer's marks in the file submission.
- Do not include a bleed with fractional ads.
- Please supply only TIFF, EPS or PDF printready files. We do not accept film or any native application file formats (Quark, MS Word, PageMaker, etc.).
- TFF images should be 100%, 300 dpi min. for halftones, 1200 dpi for line art.
- EPS files should be 100%, 300 dpi min. All fonts must be outlined and all images must be embedded in the file.
- PDF files must be submitted 300 DPI or better and all fonts must be embedded. Please contact your Account Representative for further instructions on PDF submission.
- The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the advertiser. A digital color proof (matchprint or Iris) should be submitted at 100% ad size.
- Media Accepted: CDs, DVDs and digital files submitted via FTP. Submitted media will not be returned unless requested.

Go to www.NetworkMediaPartners.com/upload to submit files.
Or go directly to our FTP at ftp://network:*submit*@ftp.networkmediapartners.com

MATERIALS

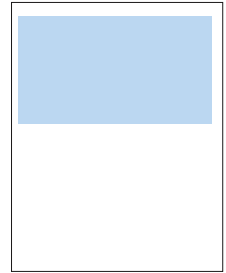
FULL PAGE PROFILE:

- Company name
 - Address
 - Web site
 - Email address
 - Logo (*see requirements below*)
 - Profile: 675 words*
 - Image: 4.5" W x 2.5" H, 300 dpi at 100%, pdf, eps or tif.
 - Caption: 10 words or less (*may include copyright line*)
- Profile with no image: 900 words**



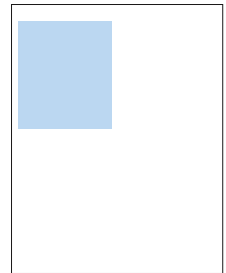
HALF PAGE PROFILE:

- Company name
 - Address
 - Web site
 - Email address
 - Logo (*see requirements below*)
 - Profile: 225 words*
 - Image: 2" W x 2" H, 300 dpi at 100%, pdf, eps or tif.
 - Caption: 10 words or less (*may include copyright line*)
- Profile with no image: 350 words**



QUARTER PAGE PROFILE:

- Company name
- Address
- Web site
- Email address
- Logo (*see requirements below*)
- Profile: 160 words*
- No image



Logo specifications:

Logos must be provided as vector-based eps files. Color: CMYK build. No spot color will be accepted. All text must be outlined.

Image specifications:

All images must be 300 dpi at 100% of required size. Images can be pdf, eps or tif. All type in image must be outlined. Copyright should be included in caption and not within image.

Profile creation services:

NCMA reserves the right to edit profiles for grammar and style. Client will receive one low-res proof of profile. Edits, revisions, or any content changes made at proof will be charged at \$75 per hour. Further proofing rounds will be charged at \$150 per proof. All content must be submitted by below materials due date. Any content not submitted by deadline may not be included in profile.

* Subheads, bulleted items or lists greatly reduces the number of words that will fit in these profile spaces. Please use with care.

DEADLINES/SPECS CONTACT

SPACE RESERVATION: AUG. 10 MATERIALS DUE: AUG. 14

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SPACE RESERVATIONS

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