CONVENTION PUBLICATIONS

Advertising in NAHJ's convention publications is one of the most effective ways to reach more than 2,000 journalists and media professionals attending NAHJ's 23rd Annual Convention and Media & Career Expo in Fort Worth, Texas - June 15-18, 2005.

The convention publications serve as vital resources for attendees to keep up with convention activities as well as news coverage of daily events.

Ad space is available in the following NAHJ convention publications:

- **NAHJ Convention Program Book**
  The 60-plus page comprehensive guide to the convention's events, special activities, and workshops is received by all attendees and circulates back home as a keepsake of NAHJ's largest annual gathering.

- **The Latino Reporter** *(student newspaper)*
  Students get an opportunity to write, edit, layout and produce a 12-page daily newspaper covering the convention and the community. Students work as reporters, photographers, copy editors and graphic artists under the supervision of professional journalists to publish a daily newspaper in both English and Spanish.

ADVERTISING OPTIONS

Convention Program Book

❍	Half-page/Black & White	No bleed	$1,000
❍	Half-page/Black & White	With bleed	$1,200
❍	Full-page/Black & White	No bleed	$1,500
❍	Full-page/Black & White	With bleed	$1,700
❍	Full-page/Color	No bleed	$2,500
❍	Full-page/Color	With bleed	$2,700

The Latino Reporter

❍	Half-page	One-time placement	$1,600
❍	Half-page	Two-time placement	$2,400
❍	Half-page	Three-time placement	$3,200
❍	Quarter-page	One-time placement	$1,200
❍	Quarter-page	Three-time placement	$1,600

DEADLINE

Completed ad contract, payment and artwork must be received by **APRIL 15, 2005.**

CONTACT

Name

Title

Company

Billing Address

City State Zip

Phone Fax

Email

COVENTION PROGRAM BOOK AD SPECIFICATIONS

Digital Files

- **Accepted Media:** Macintosh compatible Zip Disk (100 MB), DVD-R or CD-R disks.
- **Document Formats:** Macintosh compatible, Quark Xpress 3.32 or higher, Adobe Illustrator 7 or higher, Macromedia Freehand 7 or higher, Pagemaker 6.5 or higher, Photoshop 5 or higher. Microsoft Word or Publisher files ARE NOT ACCEPTED.
- **Graphic Formats:** All graphics, logos and images should be included on the disk in EPS or TIF format at a minimum of 300 dpi. All colors must be converted to CMYK.
- **Font Formats:** All screen and printer fonts must be included and be PostScript Type 1 or 2 format. Fonts included in EPS images must be converted to outlines/paths.

Film

- **Black and White Ads:** Film negatives, right reading, emulsion side down, 133 or 150 line screen with crop marks. High resolution laser proof or paper positive required at 85 line screen.
- **Color Ads:** Film negatives, right reading, emulsion side down, 133 or 150 line screen with crop marks. Chromalin or match print proof is required. Film supplied without a color proof will not be accepted.

LATINO REPORTER AD SPECIFICATIONS

- **Half-page:** 57p4 wide by 33p6 tall
- **Quarter-page:** 27p8 wide by 36p6 tall

The measurements above are in picas. Ads can be sent on a zip disk to the mailing address below. Files should be in Quark, Photoshop EPS, or Photoshop JPEG format and should include all fonts and images.

PAYMENT INFORMATION

❍ Check payable to:
NAHJ or the **National Association of Hispanic Journalists**

❍ Send invoice

❍ Please charge my: ❍ VISA ❍ MasterCard ❍ American Express

Total Amount: $_____

Credit Card Number Exp. Date

Authorized Signature

**NAHJ is unable to process charges over $2,500. For larger amounts, please pay by check.*

NAHJ reserves the right to assign advertising space. Artwork must be camera-ready. Any expenses incurred in the design, layout, paste-up, typesetting or camera work will be billed to the advertiser.

The signed contract and full payment must be received by NAHJ no later than **April 15, 2005**. Artwork/negatives, proofs should be sent to:

NAHJ Convention Advertising, 1000 National Press Building
529 14th Street, NW, Washington, DC 20045-2001

Authorized Signature Title

Printed Name Date