

Rates

NUCA MEMBER COMPANIES RECEIVE 10% OFF ALL PLACEMENTS

Print

Four-Color Rates (GROSS)

	1X	3X	6X
Spread	\$4,930	\$4685	\$4435
Full Page	2900	2755	2610
2/3 Page	2460	2335	2215
1/2 Page Island	2240	2130	2015
1/2 Page	2150	2040	1935
1/3 Page	1690	1605	1520
1/4 Page	1580	1500	1420
Business Card (Net Rate)	250	235	220

Cover Rates (GROSS)

(RATES INCLUDE FOUR-COLOR)

	1X	3X	6X
2nd Cover	3015	2865	2715
4th Cover	3130	2975	2815

NUCA 2018-2019 Buyer's Guide

Enhanced Company Listing Rates (NET RATES SHOWN)

Logo - Color	\$150
Bold Company Name	100
Category Ad - B&W	200/column inch
Category Ad - Color	250/column inch

Digital

Website

	CPM Net Rate
Standard Rectangle Banner (300x250)	\$55
Skyscraper Banner (300x600)	\$80
Leaderboard Banner (728x90)	\$85
Large Leaderboard Banner (970x90)	\$95
Homepage Spotlight Banner (728x90)	\$6,500 Annual
Branded Background Skin	\$1,200 per month
Welcome Banner	\$199

Regional Impressions available. Contact your sales representative for more details.

Twitter (NET)

Scheduled tweets are normal text-based tweets that include one external link sent on the date/time you specify. Tweet content is subject to editor approval.

Rate	\$100 per tweet
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Weekly E-Newsletters (NET)

Rate - Banner	\$1,250 per month
Rate - Advertorial	\$325 per issue

Digital Edition (NET)

Digital Edition Sponsor	\$500 per month	Play Video Hyperlink	\$100/issue
Digital Edition Landing Page	Full Page - \$300/issue	Advertisement hyperlink	\$50/issue
	Spread - \$400/issue		


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