

Print Advertising Guide 2012

Promote your organization to real estate professionals around the world.

Print your ad in the NAI Global 2012 Convention Program and 2012 Leadership Summit Program.

Advertising space is complimentary to Sponsors.

Mechanical Requirements (4-Color Process):

Files, up to 10 megs, can be accepted via email at rwerden@naiglobal.com.

Contact Russ Werden to coordinate files larger than 10 megs.

Program book trim size: 8½"x11"

Ad Sizes	Width		Depth
Half page (horizontal only)	7½"	x	5"
Full page (no bleed)	7½"	x	10"
Two page spread (no bleed) <i>(available to Platinum Sponsors only)</i>	16"	x	10"

FILE FORMATS:

- **300dpi Hi Res PDF (all fonts embedded) PREFERRED METHOD**
- Quark 8.0 for PC/or Indesign CS5 for PC (with art placed at 100%.) Collect all fonts and images
- Adobe Illustrator EPS (CS5 or lower): all fonts outlined. Submit all images (please do not embed)

Please follow the checklist below before submitting your ad to ensure trouble-free production. This checklist should also be followed before creating a PDF of your ad.

Ad Checklist:

- Convert images to TIFF or EPS.
- Resize photos to 100% and update on page.
- Make sure that all images are 300 dpi TIFF or EPS.
- Remove excess materials from pasteboard of pages and master pages.
- Collect all art and fonts used in the document.

Questions? Contact Russ Werden at rwerden@naiglobal.com

Ad Specs



Full Page
Inside Cover
7½"x10"



Half Page
(horizontal only)
7½"x5"

Ad Rates

Convention*

Inside cover: \$2,500
(non-bleed: four-color process)

Full page: \$1,500

Half page: \$1,000

Leadership Summit*

Full page: \$1,000

Half page: \$750

* Platinum, Cyber Café, Gold and Silver ad space is included in your sponsor package.



Commercial Real Estate Services, Worldwide.

Build on the power of our network.™