

SPECIFICATIONS & DEADLINES — PRINT

NAILBA

perspectives

Independent brokerage industry insights

ARTWORK REQUIREMENTS:

- All digital color and grayscale artwork must be supplied at 300 DPI.
- Line art must be supplied at 600 DPI.
- High-res PDF and JPEG files are accepted. Images from the Web are not suitable for printing.
- All color artwork must be in CMYK mode; black and white artwork must be in either grayscale or bitmap mode.
- RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.
- All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

MAGAZINE TRIM SIZE: 9" X 10.875"



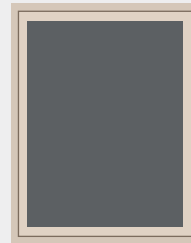
Two Page Spread Bleed
18" x 10.875" add .125" bleed

Two Page Spread Non-Bleed
17" x 9.875"



1/2 Spread Bleed
18" x 5.25" add .125" bleed

1/2 Spread Non-Bleed
17" x 4.75"



Full Page
9" x 10.875" add .125" bleed

Full Page Non-Bleed
8" x 9.875"



1/2 Horizontal Bleed
9" x 5.25" add .125" bleed

1/2 Horizontal Non-Bleed
8" x 4.75"

2020 EDITORIAL CALENDAR & DEADLINES

ISSUE	THEME	AD SPACE RESERVATION	AD DUE	ARTICLE DUE	ISSUE DATE
Q2	Annual Mid Year Review of business lines Life, Health, LTC, DI, Med Supp, and Annuities	3/5/2020	3/16/2020	3/11/2020	4/20/2020
Q3	Supporting Growth through Technology and Digital Marketing, plus Life Insurance Awareness Month	6/30/2020	7/17/2020	6/29/2020	8/17/2020
Q4	Gearing up: Sales & Marketing tips, best practices and resources for Life, Health, LTC, DI, Med Supp and Annuity Sales Success (Bonus distribution at NAILBA 39)	9/23/2020	10/6/2020	9/18/2020	11/16/2020
ID TRENDS	Annual Consumer Purchasing Trends in Insurance (Bonus distribution at NAILBA 39)	9/11/2020	9/24/2020	9/11/2020	11/4/2020

SPECIFICATIONS & DEADLINES — DIGITAL

DIGITAL ADVERTISING FOR NAILBA.ORG:

- For artwork supplied for digital-only options (i.e. toolbar, skyscraper, digital belly band, etc), all artwork must be supplied in high-resolution PDF format.
- Material submission to psheehan@nailba.org.

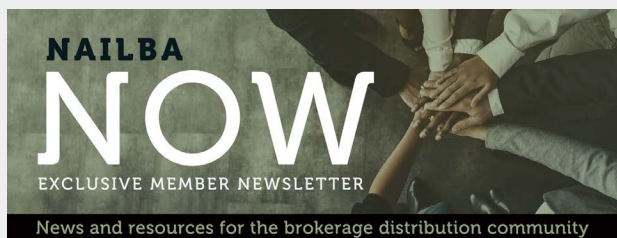
SPECIFICATIONS FOR NAILBA.ORG:

- **Medium Rectangle** — 300w x 250h px, 72 DPI
- **Leaderboard** — 728w x 90h px, 72 DPI
- **Acceptable media types:** JPEG, animated JPEG, GIF, animated GIF, SWF
- **Artwork submission:** email all digital artwork to NAILBA at psheehan@nailba.org.
- Artwork must be received five business days in advance.

NATIVE ADVERTISING IN NAILBA NOW AND THE INDEPENDENT:

- **Jumbo Rectangle** – 600w x 250h px, 72 DPI
- **Medium Rectangle** – 300w x 250h px, 72 DPI
- One header and one/two sentences (18 words)
- **Acceptable media types:** JPEG, GIF or PDF high res and links.
- Artwork must be received five business days in advance.

DEPLOYMENT DATES



February	5 & 19	August	5 & 19
March	4 & 18	September	9 & 23
April	8 & 22	October	7 & 21
May	6 & 20	November	4 & 17
June	3 & 17	December	2 & 16
July	8 & 22		



February	13 & 27	August	13 & 27
March	12 & 26	September	17
April	16 & 30	October	1, 15 & 29
May	14 & 28	November	12 & 26
June	11 & 25	December	10 & 28
July	16 & 30		

Last Wednesday of each month articles for enewsletters due for following month. Articles for **The Independent** (independent agent audience) Articles for **NAILBA Now** (NAILBA members BGA and Carrier executives)