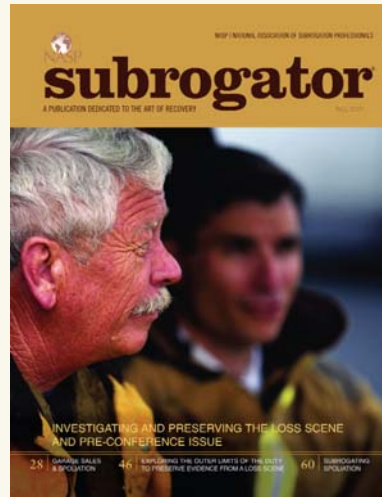


NASP SUBROGATOR

ADVERTISING: RATES / SIZES / MECHANICALS



Take advantage of unique, focused advertising opportunities.

Place your sales message in the NASP *Subrogator*. The *Subrogator* features topics that focus on the particular interests of the subrogation industry in diverse lines of business including: Workers' Compensation, Auto, Property, Health Care and Technology. The *Subrogator* presents legal issues and resources that are focused on assisting Subrogation Professionals.

The information you need for effective advertising.

Mechanical requirements for placing your ad are detailed in this brochure. If you have any questions about this advertising opportunity, which offers exposure to a highly targeted audience of decision-makers, please give us a call.

We look forward to receiving your ad placement in the NASP *Subrogator*.



Ad Descriptions

Premium Spaces

BASE PRICE PLUS \$402

FULL COLOR ADS ONLY.

Back cover, inside front cover, inside back cover, opposite table of contents and opposite inside front cover.

**Premium spaces are guaranteed to the same advertiser for a maximum of three issues. After that time, if another advertiser is not waiting for that space, then the current advertiser may continue in that space until another advertiser requests it.*

Full Page

7.333" wide x 10" high

(44 picas x 60 picas)

\$1177 COLOR • \$836 B/W

1/3 Page

2.333" wide x 10" high

(14 picas x 60 picas)

\$589 COLOR • \$424 B/W

2/3 Page

4.833" wide x 10" high

(29 picas x 60 picas)

\$935 COLOR • \$666 B/W

1/4 Page

3.583" wide x 4.875" high

(21 picas, 6 points x 29 picas, 3 points)

\$358 COLOR • \$259 B/W

1/2 Page - Vertical

3.583" wide x 10" high

(21 picas, 6 points x 60 picas)

\$704 COLOR • \$512 B/W

1/6 Page

2.333" wide x 4.875" high

(14 picas x 29 picas, 3 points)

\$319 COLOR • \$231 B/W

1/2 Page - Horizontal

7.333" wide x 4.875" high

(44 picas x 29 picas, 3 points)

\$704 COLOR • \$512 B/W

1/8 Page

3.583" wide x 2.3125" high

(21 picas, 6 points x 13 picas, 10.5 points)

\$237 COLOR • \$171 B/W

Island

4.833" wide x 4.875" high

(29 picas x 29 picas, 3 points)

\$589 COLOR • \$424 B/W

Acceptable formats of submitted advertising/graphic materials

Digital Mechanical Specifications

All digital files will be placed in QuarkXPress for Macintosh environment. Additional production charges may be incurred if supplied ads do not follow listed specifications. Production charges are in addition to rate space and will be billed at the rate of \$100 per hour.

ACCEPTABLE FILE FORMATS:

> Adobe Acrobat PDF (Distill artwork at a minimum of 300 dpi with fonts embedded)

FONTS

All printer and screen fonts must be included with digital files. Please provide Type 1 postscript fonts only. TrueType(TT) or Multiple Master (MM) fonts are not accepted unless embedded in PDF file or converted to outlines. PC fonts are not accepted; we will substitute with comparable Mac fonts when necessary.

IMAGES / SCANS

Images/scans should be provided with a resolution of 300 dpi and saved as tiff or eps files. (No jpg images will be accepted.) Images at a resolution of 72 dpi (i.e., images pulled from a website) are not acceptable. All images provided on disk must be in CMYK format and color corrected. NASP is not responsible for color on RGB or PMS files which must be converted to CMYK. NASP reserves the right to apply additional charges if color conversion is not done. BW scans should be saved as grayscale or bitmap.

LOGOS / ARTWORK

All logos and artwork should be scanned at 600 dpi and saved as eps or tiff files.

PROOFS

Please provide a hard copy of your ad. Hard copies may be faxed or mailed. If color matching is essential, please provide a SWOP certified color proof.

AD SUBMISSION

> Via mail or Federal Express: CD or DVDs are accepted.
NASP Art Department
7301 Ohms Lane, Suite 205
Edina, MN 55439

Supply Quark "Collect for Output" or similar reports. Please print a directory of disk contents. Include a contact name, phone number and address with all materials.

> Via email: Pdfs with embedded fonts and stuffed (.zip or .sit) files are accepted.

Submit all advertisements to: bridget@subrogation.org

DESIGN SERVICES

We will design and lay out ads for advertisers at the rate of \$100 per hour. Please provide logos on cd, dvd or via email.

Changes to new and/or existing advertisements will be billed at a rate of \$100 per hour.

ADVERTISING NOTES

NASP reserves the right to substitute for missing fonts and to resize improperly sized ads. Color fidelity cannot be guaranteed without a SWOP certified proof. Charges may apply at the rate of \$100 per hour for ad manipulation.

CANCELLATION POLICY

Payment is due upon placement of ad. Three issue (5% discounted rate) contracts are non-cancelable. Cancellation of long-term contracts (more than three issues) will result in a cancellation fee equal to the cost of space reserved for one issue. All cancellation requests must be made in writing no less than 60 days prior to an issue's mail date. The advertiser is responsible for ads approved by themselves or their agents. Advertisers will be charged for the space reserved if a deadline is missed. This agreement does not guarantee your rate in the event of an increase in printing costs or postal rates. Advertisers will have the option to cancel immediately, with no penalty, if rates increase.

ADDITIONAL NOTE: NASP does **not** pay commissions. Ad prices do **not** include commission fees to agencies.

For further information or questions on graphic submissions, please contact:

NASP Art Department

7301 Ohms Lane, Suite 205
Edina, MN 55439
Phone: 952.835.8700
Fax: 952.835.8708
www.subrogation.org

NASP SUBROGATOR ADVERTISING ORDER FORM

Ad	Size (Width x Height)	Color	B/W
<input type="checkbox"/> 1/8 Page	3.583" x 2.3125" (21.6 x 13.105 picas)	<input type="checkbox"/> \$237	<input type="checkbox"/> \$171
<input type="checkbox"/> 1/6 Page	2.333" x 4.875" (14 x 29.3 picas)	<input type="checkbox"/> \$319	<input type="checkbox"/> \$231
<input type="checkbox"/> 1/4 Page	3.583" x 4.875" (21.6 x 29.3 picas)	<input type="checkbox"/> \$358	<input type="checkbox"/> \$259
<input type="checkbox"/> 1/3 Page	2.333" x 10" (14 x 60 picas)	<input type="checkbox"/> \$589	<input type="checkbox"/> \$424
<input type="checkbox"/> Island	4.833" x 4.875" (29 x 29.3 picas)	<input type="checkbox"/> \$589	<input type="checkbox"/> \$424
<input type="checkbox"/> 1/2 Page–Horizontal	7.333" x 4.875" (44 x 29.3 picas)	<input type="checkbox"/> \$704	<input type="checkbox"/> \$512
<input type="checkbox"/> 1/2 Page–Vertical	3.583" x 10" (21.6 x 60 picas)	<input type="checkbox"/> \$704	<input type="checkbox"/> \$512
<input type="checkbox"/> 2/3 Page	4.833" x 10" (29 x 60 picas)	<input type="checkbox"/> \$935	<input type="checkbox"/> \$666
<input type="checkbox"/> Full Page	7.333" x 10" (44 x 60 picas)	<input type="checkbox"/> \$1177	<input type="checkbox"/> \$836

Premium Spaces - Base Price plus \$402

COLOR, FULL PAGE ADS ONLY

Premium spaces are guaranteed to the same advertiser for a maximum of three issues. After that time, if another advertiser is not waiting for the space, then the current advertiser may continue in that space until another advertiser requests it.

- | | |
|---|--|
| <input type="checkbox"/> Back Cover | <input type="checkbox"/> Insert (call for details & pricing) |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Opposite Inside Front Cover |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Opposite Table of Contents |

Frequency (Mark all that apply)

THE NASP SUBROGATOR IS PUBLISHED 3 TIMES PER YEAR.

- Multiple Order Discount (a 5% discount* will be applied to orders of 3 or more issues placed together)
- | | |
|---|---|
| <input type="checkbox"/> Spring/Summer 2009 | <input type="checkbox"/> Spring/Summer 2010 |
| <input type="checkbox"/> Fall 2009 | <input type="checkbox"/> Fall 2010 |
| <input type="checkbox"/> Winter 2010 | <input type="checkbox"/> Winter 2011 |

*Payment will be due for all three upon placement.

Advertiser Contact Information (PLEASE PRINT)

COMPANY

CONTACT NAME

PHONE

FAX

E-MAIL

ADDRESS

CITY / STATE / ZIP

AUTHORIZED SIGNATURE

Ad Designer or Agency Contact Information (PLEASE PRINT)

COMPANY

AD DESIGNER CONTACT

PHONE

FAX

E-MAIL

ADDRESS

CITY / STATE / ZIP

I would like Design Services

\$100/hour. Minimum of 1 hour billed.

Continue Previous Ad

New Artwork Submitted with Order File format:

- Adobe Acrobat PDF(300 dpi or higher)

Payment is due upon placement of ad.

Cancellation Policy

Payment is due upon placement of ad. Three issue (5% discounted rate) contracts are non-cancelable. Cancellation of long-term contracts (more than three issues) will result in a cancellation fee equal to the cost of space reserved for one issue. All cancellation requests must be made in writing no less than 60 days prior to an issue's mail date. The advertiser is responsible for ads approved by themselves or their agents. Advertisers will be charged for the space reserved if a deadline is missed. This agreement does not guarantee your rate in the event of an increase in printing costs or postal rates. Advertisers will have the option to cancel immediately, with no penalty, if rates increase.



NATIONAL ASSOCIATION OF
SUBROGATION PROFESSIONALS

7301 OHMS LANE, SUITE 205
EDINA, MN 55439

TEL 952.835.8700
FAX 952.835.8708

TOLL FREE 800.574.9961
WEB SUBROGATION.ORG