



THE QUARTERLY PUBLICATION OF THE NATIONAL BASKETRY ORGANIZATION

Promoting the art, skill, heritage & education of traditional and contemporary basketry.

ADVERTISING RATES

Rates effective January 1, 2013.

All ads are 4 color display ads & subject to approval by the Communication Committee of NBO.

	FULL PAGE (8.75 x 11.25)	1/2 PAGE (8.75 x 5.625)	1/3 PAGE (8.75 x 3.775)	1/4 PAGE (4.375 x 5.625)	Member Listing (Inside Front Cover) Business Card & Photo or Listing Info
1x	525.00	275.00	210.00	170.00	
2x	475.00	245.00	190.00	150.00	
4x	425.00	215.00	170.00	130.00	80.00

NBO Members receive 5% discount off regular rate.

Advertising production available at additional fee.

Full page - \$100 1/2 page - \$80 1/3 page - \$60 1/4 page - \$40 Membership Listing - \$20

DEADLINES

ISSUE	Reservations	Artwork	Available
Spring	March 1	March 10	May 1
Summer	May 1	May 10	July 1
Fall	July 1	July 10	October 1
Winter	October 1	October 1	January 1

PRINT AD SPECIFICATIONS

- All print ads submitted **MUST** be sized to specifications above.
- Bleed is included in size noted above. Please insure that all text is placed within 1/4" from the edge of the ad.
- Files should be mailed via USPS (mailing address to be provided) or emailed to advertising@nationalbasketry.org

Acceptable file types

- PDF Print Format preferred
- Illustrator EPS - with all fonts converted to outlines
- JPEG files w/resolution of 300 dpi
- InDesign with all supporting images and fonts

Terms & Conditions

Rates, conditions and space units are subject to change without notice. The publisher reserves the right to cancel the contract upon default of payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable. The publisher reserves the right to reject or cancel any advertisement, which in the opinion of the publisher, does not conform to the standards of the publication. Advertisers may not cancel orders for or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate and/or position protection for the remainder.

Questions, Correspondence & Purchasing Advertising

Plan to reserve your space before the Space Reservation Deadline. Please send order, correspondence and advertising materials to advertising@nationalbasketry.org or call 270.331.5588.

WWW.NATIONALBASKETRY.ORG

270.331.5588 • advertising@nationalbasketry.org

Connect Online

As an added value for advertising in our Quarterly Review, the National Basketry Organization will provide a link to your website in the Resources area of nationalbasketry.org.

Full page advertisers receive a **Gold Listing**; 1/2 page and 1/3 advertisers receive a **Silver Listing**. All others will also be included as **More Advertisers**.

NBO will provide a HOT link to the Advertiser's listing on the highly popular **Over/Under e-newsletter**, sent monthly to our subscribers & on the **National Basketry Organization Facebook page**.

Our Niche Audience

- **NBO has approximately 600 members.**
NBO Members are predominately from the United States with a few international members. Membership showed a 25% increase in 2012 as a result of interest and outreach efforts.
- **Guild memberships across the United States receive the Quarterly Review magazine.**
Copies of the Quarterly Review circulate among hundreds of guild members.
- **The Over/Under electronic newsletter goes to more than 1,100 subscribers.**
NBO's e-newsletter boasts an incredible 65-75% open rate.
- **Our Facebook page has nearly 1,200 LIKES—a number that is growing daily.**
Our weekly OPENS is between 1,100 and 1,400. TALKING ABOUT has steadily increased and our REACH is more than 3,000. Find us at [National Basketry Organization, Inc.](http://NationalBasketryOrganization.com)
- **NBO is micro-blogging and posting breaking news on Twitter.**
Followers are instantly connecting to what's most important to them [@NatBasketOrg](https://twitter.com/NatBasketOrg).



Advertising in our outlets will bring your message to an interested & active group of subscribers.

NBO is about communication. As a national organization we work to bring people together to create a community. Our members are members because they want to hear from us.

Advertising with NBO means connecting with our members and our non-member online contacts. We provide connections and welcome the opportunity to help YOU make those connections.

Lois Russell, NBO President

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