



## 2011 NABE Media Kit

### NABE Advertising Opportunities In . . .

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The National Association for Business Economics (NABE) provides the vital link between business economists and those who provide services to them.

#### **NABE's more than 6,000 members and friends are...**

|                       |               |                    |
|-----------------------|---------------|--------------------|
| Economists            | Statisticians | Financial Advisers |
| Corporate Strategists | Forecasters   | Analysts           |
| Business Leaders      | Policy-Makers | Scholars           |

...representing corporate America, financial institutions, investment firms, non-profit and trade organizations, consulting firms, state and local governments, universities, and the Federal government. "... the largest group of U.S. corporate economists." *Financial Times*.

#### **Reach a highly qualified audience**

NABE is the only not-for-profit association of business professionals—from all industries— who use economics in their work. NABE members are senior-level decision-makers; they are:

- CEOs
- Chief Economists
- Presidents
- Vice Presidents
- Directors
- Managers
- Academic Deans

#### **NABE marketing opportunities**

NABE provides your organization with a variety of effective ways to reach this highly qualified network of business economic professionals.

- Print, Web, and E-mail Advertising
- List Rentals
- Exhibit booth rentals
- Sponsorships

**NABE print and electronic advertising opportunities**--NABE's prestigious journal, ***Business Economics***, now published in partnership with Palgrave Macmillan, provides print and website advertising opportunities. The bi-monthly newsletter--***NABE News***, bi-weekly bulletin—***IdeaLink***, and NABE's website--[www.nabe.com](http://www.nabe.com), provide the electronic opportunities. See pages 3-8.

**NABE's list rental** features a highly targeted database of business professionals who use economics in their work. See p. 10.

**Exhibit booth rental, sponsorship, and advertising opportunities** are available at NABE's popular and well-attended meetings—see page 10.

# ***Business Economics***

Published four times a year in partnership with Palgrave Macmillan, NABE's prestigious journal, *Business Economics* features outstanding articles on applied economics, including:

- Macro and micro economics
- Monetary and fiscal policy
- Interest rates
- International economics
- Finance
- Statistics
- Deregulation

Recent authors and contributors include:

- John B. Taylor, Stanford University
- James A. Wilcox, University of California, Berkeley
- Christina D. Romer, President's Council of Economic Advisers
- Jeffrey M. Lacker, Federal Reserve Bank of Richmond
- Alan D. Viard, American Enterprise Institute
- Jeffrey J. Schott, Peterson Institute of International Economics
- James Bullard, Federal Reserve Bank of St. Louis
- Ellen Hughes-Cromwick, Ford Motor Company
- Stephen Parente, University of Minnesota

**Readers value each issue of *Business Economics*.**

They read it completely—almost 90% read most of the articles in every issue.

They like the content—96% rate *Business Economics* as very good to excellent.

*Business Economics* has an extended shelf life—82% of readers save their issues and pass them on to colleagues.

| <b>Issue dates</b> | <b>Space Reservation Deadline</b> | <b>Material Closing</b> |
|--------------------|-----------------------------------|-------------------------|
| January            | December 15                       | January 1               |
| April              | March 15                          | April 1                 |
| July               | June 15                           | July 1                  |
| October            | September 15                      | October 1               |

**Circulation:** *Business Economics*, published in print and online, reaches more than 3,000 leading economic professionals including NABE members and paid subscribers.

Ads in *Business Economics* appear in the print version and in the pdf version of the online journal on the NABE website. Advertisers are also listed, with active links, in the online advertising index. See <http://www.nabe.com/publib/be/0701/index.html> for a sample.

**Rates:**

| Size  | Price Per Ad |       |
|---|--------------|-------|
|   | 1X           | 2-4X  |
| <b>1/2 Page</b>                               |              |       |
| NABE Member Discount:                         | \$463        | \$417 |
| Nonmember Rate:                               | \$535        | \$482 |
| <b>Full Page</b>                              |              |       |
| NABE Member Discount:                         | \$579        | \$521 |
| Nonmember Rate:                               | \$667        | \$601 |
| <b>Inside Front/Back Cover or Page Facing</b> |              |       |
| NABE Member Discount:                         | \$696        | \$627 |
| Nonmember Rate:                               | \$799        | \$719 |
| <b>Outside Back Cover</b>                     |              |       |
| NABE Member Discount:                         | \$890        | \$801 |
| Nonmember Rate:                               | \$1,031      | \$929 |

*\*Ten percent discount for listing in Business Economic 4x using the same ad. Add \$75 per issue with each ad change.*

**Specifications:**

|                     | Total area     | Words/Images   |
|---------------------|----------------|----------------|
|                     | Width x Length | Width x Length |
| Size with bleeds    |                |                |
| Full Page           | 8.75" x 11.25" | 7.75" x 10.25" |
| Size without bleeds |                |                |
| 1/2 Page Horizontal | 7.75" x 5.00"  | NA             |
| 1/2 Page Vertical*  | 3.75" x 10.25" | NA             |
| Full Page           | 7.75" x 10.25" | NA             |

**Reproduction Requirements:**

Electronic submissions only in one of the two following file formats:

- (1) PDF - press ready settings (with embed fonts, also please supply press optimized PDF or EPS files with a minimum resolution of 300dpi) or
- (2) Native Files (Quark or InDesign) with all supporting files (Fonts, Graphics/Images)

|                     |  |
|---------------------|--|
| <b>Color:</b>       | <i>Business Economics</i> prints in black ink.                 |
| <b>Halftones:</b>   | 133 Line Screen.   |
| <b>Paper Stock:</b> | <i>Business Economics</i> Cover - 10pt CIS, Text - 60# Opaque. |

**All advertisers are advised to submit *HARDCOPY* with their ads. *Hardcopy* only has value if it exactly matches the files on the CD or electronic file.**

**Changes to submitted artwork:**

Please submit all artwork in FINAL CORRECT form.

Submitting NATIVE FILES allows us to make changes to artwork, if absolutely necessary, but altering a file risks introducing a second proofing cycle (which could affect the production schedule), and opens the door to the possibility of our introducing a mistake into the copy.

**Please submit FINAL artwork.**

Submitted PDF files greatly limits the kind of changes we can make to an ad. All PDF ads must be in FINAL CORRECT form.

**Notes:**

- Reservations for advertisements may be made any time provided ad deadline has not passed for the desired publication.
- Finished artwork is due no later than one month prior to publication date. Email to: Colette Brissett (colette@nabe.com) and Kristy Lockett (K.Lockett@Palgrave.com)
- Tearsheets will be sent upon request.

**See page 9 for terms and conditions.**

## **NABE News**

Published four times annually, *NABE News* is an online member newsletter that provides timely feature articles, opinions, industry news, and NABE updates.

**Circulation:** *NABE News* reaches more than 2,400 top economists and economic advisers. Ads with active links in *NABE News* appear in the online version of the newsletter. See <http://www.nabe.com/publib/news/09/10/> for a sample.

**Deadline:**

| <b>Issue dates</b> | <b>Space Reservation Deadline</b> | <b>Material Closing</b> |
|--------------------|-----------------------------------|-------------------------|
| February 10        | January 13                        | February 1              |
| May 12             | April 14                          | May 2                   |
| August 11          | July 12                           | August 1                |
| November 17        | October 17                        | November 1              |

We offer three opportunities for the online ads, all on the front page.

| <b>Size</b>                     | <b>Location</b>                   |
|---------------------------------|-----------------------------------|
| Button ad                       | Right column, convenient location |
| Square button: 125 x 125 pixels | Right column, below headline      |
| Half Banner: 234 x 60 pixels    | Right column, convenient location |

*(The front page has two columns: a two-inch left column and an eight-inch right column.)*

**Ad specifications for button ads:** A standardized button will feature your organization’s name with a link to the website you specify. E-mail request for button ad to [nabe@nabe.com](mailto:nabe@nabe.com) and include name of your organization to appear on the button along with the names, phone/fax numbers, and e-mail address for contact person as well as the URL address to which the banner should link.

**Ad specifications for banner ads:** File size must not exceed 15k. Creative must be supplied in GIF format. (No animation, please.) E-mail advertising artwork to [nabe@nabe.com](mailto:nabe@nabe.com) and include name, phone/fax numbers, and e-mail address for contact person as well as the URL address to which the banner should link.

**Rates:**

| <b>Size</b>                        | <b>Price Per Ad</b> |             |
|------------------------------------|---------------------|-------------|
|                                    | <b>1-2X</b>         | <b>3-6X</b> |
| <b>Button</b>                      |                     |             |
| NABE Member Discount:              | \$110               | \$99        |
| Nonmember Rate:                    | \$127               | \$114       |
| <b>Button: 125 x 125 pixels</b>    |                     |             |
| NABE Member Discount:              | \$303               | \$273       |
| Nonmember Rate:                    | \$349               | \$315       |
| <b>Half Banner 234 x 60 pixels</b> |                     |             |
| NABE Member Discount:              | \$303               | \$273       |
| Nonmember Rate:                    | \$349               | \$315       |

See page 9 for terms and conditions.

## NABE News*Digest*

NABE News*Digest* is NABE's e-mail bulletin, **published every Wednesday**, which reaches the desktops of NABE members, a highly focused group of top economists. NABE Chapter members also receive NABE News*Digest*. (NABE has 41 chapters around the country.) NABE members rely on NABE News*Digest* for industry and association news, job announcements, calendar updates for seminars and teleconferences, and much more.

NABE will accept only one advertiser per issue; issues are available on a first-come, first-served basis. Each advertiser gets up to a 25-word message at the beginning of NABE News*Digest* and a free homepage link.

**Circulation:** More than 2,400 NABE members plus NABE chapter members.

**Rates:**

|                                   | Price Per Ad |       |
|-----------------------------------|--------------|-------|
|                                   | 1-2X         | >2X   |
| <b>NABE Member Discount Rate:</b> | \$193        | \$173 |
| <b>Non-Member Rate:</b>           | \$276        | \$248 |

Copy and link information for NABE News*Digest* ads are due no later than two business days—the Friday—prior to the publication date. Send copy and URL address to NABE via e-mail at [nabe@nabe.com](mailto:nabe@nabe.com).

**See page 9 for terms and conditions.**

**NABE's Website: [www.nabe.com](http://www.nabe.com)**

NABE's website, [www.nabe.com](http://www.nabe.com), receives between 150,000 and 200,000 (and growing) page views per month from a highly focused group that uses economics in the workplace.

Economic professionals rely on [nabe.com](http://nabe.com) for the latest economic survey releases, news, economic calendars, statistics, career information, economic links, peer exchange, and much more.

**FRONT PAGE AD PLACEMENT**

We offer two opportunities for banner advertisements on the front page:

| <b>Size</b>      | <b>Location</b>                        |
|------------------|--|
| 125 x 125 pixels | Right column above "Graph of the Week" |
| 234 x 60 pixels  | Right side of the top banner           |
|                  |  |

**In addition to the home page, placements are also available on high visibility inside pages that get over 1500 page views a month, such as the Careers page or Economic Blogs page.**

**Ad specifications:**

File size must not exceed 15k. Creative must be supplied in GIF format. E-mail advertising artwork to [nabe@nabe.com](mailto:nabe@nabe.com) and include name, fax number, and e-mail address for contact person and the URL address to which the banner should link.

**Rates:**

|                            |                 |
|----------------------------|-----------------|
| NABE Member Discount Rate: | \$305 per month |
| Non-Member Rate:           | \$410 per month |

**See page 9 for terms and conditions.**

# **Terms, and Conditions**

**for**  
**Business Economics, NABE News, IdeaLink, Website**

**Payment:**

- All rates are net to NABE - no agency discounts allowed.
- All payments must be made in U.S. dollars within 30 days and drawn on a U. S. Bank.
- New advertisers payment is required prior to first publication date.

**Miscellaneous:**

- All advertisements are subject to NABE's approval of copy, text, display, and illustration.
- NABE reserves the right to cancel advertising agreements.
- All advertisements are accepted and published on the representation that the advertisers are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertisers will indemnify and save NABE harmless from and against any claims or suits from libel, violation of the right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such publication.

**Address to send artwork & payment:**

Advertising Coordinator  
National Association for Business Economics  
1233 20th Street, N.W., Suite 505  
Washington, DC 20036  
202-463-6223  
202-463-6239 (fax)  
E-mail: nabe@nabe.com

## OTHER PROMOTION OPPORTUNITIES WITH NABE

### NABE Calendar

List your events on NABE's online calendar. Price is \$125 per month for the online calendar, which is also published in NABE NewsDigest (once per week), *see page 7*. Contact us for ad specification details.

### NABE Mail List

A highly-targeted database of business professionals who use economics at work. NABE's membership list is available in electronic format or as labels for a one-time use. No e-mail addresses are provided.

6,878 NABE Masterfile \$150/M  
 2,100 Active US Members \$150/M  
 2,125 Inactive US Members \$150/M  
 1,995 Non-member Meeting Attendees \$300 flat  
 658 Research Libraries\* \$150 flat

Purchasing NABE's mailing list is a sure way to promote your publications, software, consulting services or upcoming conferences/seminars to the only national professional association of business economists.

|               |  |
|---------------|--|
| <b>FORMAT</b> | <ul style="list-style-type: none"> <li>• E-mail <b>(One Time Use Only)</b></li> <li>• Pressure sensitive labels</li> </ul> |
| <b>RATE</b>   | Full list: \$150/thousand  |

- *List may not be merged with any other database.*
- *Selects & sorts may be done on members' area of economic specialization and NAICS codes.*

#### Selections available:

State, SCF \$10/M  
 Key Code \$ 5/M

#### Address format:

Pressure Sensitive \$35/M  
 E-Mail \$75

#### Purchase list at:

Santo Scrimenti  
 MGI Lists  
 800-899-4420 Ext.390  
 E-mail: [sscrimenti@mgi.com](mailto:sscrimenti@mgi.com)  
<http://www.mgilists.com>

#### Terms and conditions:

- Minimum order: \$300
- List rental for one-time use only
- Sample mailing piece required
- 48 hrs turnaround time once NABE approves sample
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Consumer offers reviewed individually
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment is required for orders cancelled after mail date

## NABE Meetings

**ANNUAL MEETINGS** In the fall of each year, NABE holds an annual meeting. These meetings have gained widespread recognition. **The 2011 Annual Meeting will be held September 10-13, 2011 in Dallas, Texas.** Expected attendance: 400.

**POLICY CONFERENCE** In late winter of each year, NABE holds a policy conference in Washington DC, at which the key economic policy issues for the coming year are addressed. Speakers include high-ranking government officials and other experts on selected economic policy matters. **The 2011 Policy Conference will be held March 6-8, 2011.** Expected attendance: 300.

|   |  |
|---|--|
| <p><b>CONFERENCE PARTICIPANTS—<br/>who we are</b></p>                     | <p>Economic and finance professionals from major corporations, small business, non-profit associations, universities, and government. <b>Industries represented:</b> energy, construction, manufacturing, transportation, communication, utilities, wholesale and retail trade, financial services, and consulting. <b>Areas of specialization</b> include: corporate planning, microeconomic analysis, statistics, securities analysis, real estate, international economics, finance, labor markets, macroeconomic forecasting, market research, and regional economics.</p> |
| <p><b>CONFERENCE PARTICIPANTS—<br/>what we purchase and recommend</b></p> | <p><b>Conference attendees purchase or recommend</b> books, training programs, software, data services, consulting services, professional advancement tools, online news services, and business publications, including books, newspapers, and magazines. NABE members are highly educated and are looking for the latest and best ideas. <b>They are active consumers of items that will help improve their work and their careers.</b></p>   |

**Opportunities are available to rent exhibit booths, to provide promotion materials for on-site packets, and to sponsor events.** To receive information about NABE meetings, contact NABE at 202-463-6223 or e-mail [nabe@nabe.com](mailto:nabe@nabe.com) with your contact information.

### There's more...

- **Partner** with NABE on our *Outlook Survey*, *Industry Survey*, or *Economic Policy Survey*
- **Publish** book reviews in *Business Economics*
- **Sponsor** skills training sessions, biweekly member teleconferences

For more information, please contact:

**NATIONAL ASSOCIATION FOR BUSINESS ECONOMICS**  
 1233 20th Street, N.W., Suite 505, Washington, DC 20036  
 202-463-6223, 202-463-6239 (fax), [www.nabe.com](http://www.nabe.com), [nabe@nabe.com](mailto:nabe@nabe.com)