

# -spectra-

The Online Magazine of the National Communication Association



## Graphic Advertisement Insertion Order Form

### AD SUBMITTED BY

Name:

Email Address:

Departmental Membership Number:

Institution/University Mailing Address:

### AD INFORMATION

Duration

**Number of months advertisement should appear:**

Each graphic advertisement will run for 30 days from when it is posted on the online magazine main page, [natcom.org/Spectra](http://natcom.org/Spectra).

**Which month(s) should the ad(s) appear:**

### AD SIZE

There is one size option for *Spectra* graphic ads.

- Banner Ad: 620 px (wide) x 140 px

The following is the fee structure:

	Member	Non-member
Banner Ad	\$250	\$500

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### PAYMENT CALCULATION

Only one ad per month is allowed.

1) Total number of ads      x Member or Non-member price (\$250 or \$500)      = **TOTAL**

Ad run month	Banner Ad (Non-Member \$500)	Banner Ad (Member \$250)
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

**How to submit:** Send graphic files and a copy of this completed form as email attachments to:  
[spectra@natcom.org](mailto:spectra@natcom.org).

Pre-payment or an institutional purchase order prior to running the ads is requested. If providing a purchase order is not possible, payments can be made monthly in the preceding month of desired advertisement month.

Graphic files are due no later than one week before requested ad start date.

Ad Dimensions: Banner Ad: 620 px (wide) x 140 px