

THE JOURNAL OF
Gift Planning®

Circulation

The Journal of Gift Planning is a benefit of membership with NCPG. The member subscription rate is \$22.50, which is included in the annual NCPG dues. Nonmembers may subscribe for \$45.00 annually. The National Committee on Planned Giving represents approximately 10,000 gift planners nationwide. Pass along readership has not been determined.

2005 Issue and Closing Dates

Closing dates for each publication is approximately seven weeks prior to distribution.

Issue	Closing Date	Copy Deadline
1st Quarter 2005	January 7, 2005	Jan. 14, 2005
2nd Quarter 2005	Feb. 14, 2005	Feb. 21, 2005
3rd Quarter 2005	May 9, 2005	May 16, 2005
4th Quarter 2005	Aug. 8, 2005	Aug. 15, 2005

Black and White Advertising Rates (per insertion)

	1X	2X	4X	8X
Full page \$1,600	\$1,700	\$1,675	\$1,650	
2/3 page	1,275	1,250	1,200	1,150
1/2 page	975	950	925	900
1/4 page	475	450	425	400

Color and Premium Rates (per insertion)

Color rates, per page or fraction, black ink included in rate as first color.

Standard Colors	2-Color	3- and 4-Color
\$500	\$700	\$950

Metallic color inks are not available.

Bleed or Oversize Advertisements: 10% extra on space and color. Acceptable in spreads or full page only.

Premiums	1X	2X	4X	8X
Inside front	\$2,850	\$2,825	\$2,800	\$2,750
Inside back	2,550	2,525	2,500	2,700
Opposite lead	2,150	2,125	2,100	2,050
Across contents (2/3 page only)	2,150	2,125	2,100	2,050
Spread	3,075	3,050	3,025	2,975

Ad Sizes

Full Page:	10 ½" high	8" wide
Half Page Vertical:	10 ½" high	4" wide
Half Page Horizontal:	5 ¼" high	8" wide
2/3 Page Vertical:	10 ½" high	5 1/2" wide
2/3 Page Horizontal:	7 ½" high	8" wide
1/4 Page:	5 ¼" high	4" wide

All advertisements less than a full page in size must be enclosed with a border.

Mechanical Specifications

Bleed Size: 1/8"

Trim Size: 8 ½" x 11"

Image Area: 7 ½" x 10" (for ads that do not bleed)

Printing: Printed web offset. Film-screened negatives, right-reading, emulsion-side down, 133 line screen.

Black and White: Velox proof or laser proofs with resolution over 600 dpi.

One-Color: Film must be accompanied by velox proof.

Two-Color: Film must be accompanied by color key proof.

Three- and Four-Color: Film must be accompanied by cromalin or match print proof.

Production Charges: *The Journal of Gift Planning®* will set type or design mock-ups on an at-cost basis. Information is available upon request. Agency discounts are not available on publisher designed ads.

Mailing Instructions: All material should be addressed to:

Gloria Kermeen, Advertising Manager
 National Committee on Planned Giving
 233 McCrea St., Suite 400
 Indianapolis, IN 46225

(317)269-6274

FAX (317)269-6276.

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Digital Ad Specifications

*Please note: additional production charges may be incurred if electronic files do not follow these specifications.

Accepted Media: 100MB or 250MB zip, CD or e-mail.

Accepted File Formats: Quark XPress 4.1 or earlier, Adobe Illustrator, PhotoShop and PDF files created with Acrobat Distiller ONLY.

*Microsoft Word, PowerPoint, Microsoft Excel and Publisher cannot be used to create any acceptable formats.

Images/Scans: 300 dpi, saved as TIF or EPS. No JPEG images accepted. Line art scanned @ 1200 dpi. (Images with resolution below 240 dpi are not recommended.)

- For 4 color ads, please do not use Pantone/PMS or RGB colors. We are not responsible for color on those files which must be converted to CMYK.

- BW scans should be saved as greyscale or bitmap.

Fonts: All printer and screen fonts must be included with all digital files. No True Type fonts accepted. Please do not use menu-styled fonts for bold, italic or bold-italic style type.

Files may be e-mailed to Gloria Kermeen at gkermeen@ncpg.org. If e-mailing materials, please fax a printed copy of your ad to Gloria Kermeen at (317)269-6276.

General Conditions

Agency Commission: 15% of gross billing to recognized agencies on space, color, bleed and position, providing payment is received within 30 days of invoice date.

Cash Discount: Not allowed. Terms: Net 30 days.

Rate Protective Clause: If new rates are announced, advertisers will be protected at their contract rates until the next renewal period.

The publisher encourages advertisers to avoid time-sensitive copy. Actual date of publication cannot be guaranteed.

Policy Statement

The publisher reserves the right to reject or cancel any advertisement at any time without cause. All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to insert the word "advertisement" above and/or below any copy. It is understood that the advertiser and its agency have the right to publish the contents of its advertisement. The advertiser and its agency agree to indemnify and hold the publisher forever harmless against any expense or loss by reason of any claims arising out of publication of the advertisement. Positioning of advertisements is at the discretion of the publisher. The publisher shall have no liability for errors in key codes, although allowances may be made in case of publisher's error. Unless specifically agreed to in writing by the publisher, the provisions of this rate card and order form shall supersede and control any contrary provision of any contract, insertion order, or copy instructions.

The Journal of Gift Planning®
233 McCrea St., Suite 400
Indianapolis, IN 46225
Voice: 317-269-6274 Fax: 317-269-6276
E-mail: gkermeen@ncpg.org

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2005 Advertising Order Form

Please use this form **ONLY** to reserve advertising space outside a package. Please see rate card for closing dates and costs.

Ad Size: _____ Horizontal Vertical

Colors: b/w 2 color 3 color 4 color

Date(s) of insertion: 1st Quarter 2nd Quarter 3rd Quarter 4th Quarter

Rate per insertion: _____

Total number of insertions: 1 2 3 4 8

Starting issue of insertion: _____

BILLING ADDRESS

Name Title

Institution/Company

Address

City State Zip

Contact Person E-mail Address

Telephone Fax

Signature Date

Ad Title

Special Instructions: _____

Please return to:
Gloria Kermeen, Advertising Manager
The Journal of Gift Planning®
233 McCrea Street, Suite 400, Indianapolis, IN 46225
Voice: 317-269-6274 Fax: 317-269-6276

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