



2008 NABE Media Kit

NABE Advertising Opportunities In . . .

	Page
• <i>Business Economics</i>	3
• NABE News	6
• IdeaLink	7
• www.nabe.com	8
• Terms and Conditions	9
• Other opportunities—mail list rental, exhibits	10

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 2,400 members 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 Economic***, provides print advertising opportunities. The journal is also put on our website with links to advertisers websites. The newsletter--***NABE News***, bi-weekly bulletin—***IdeaLink***, and NABE's website--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. 9.

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, 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, and
- deregulation.

Recent authors and contributors include:

- John B. Taylor, Stanford University
- James A. Wilcox, University of California, Berkeley
- Ricardo Hausmann and Federico Sturzenegger, Harvard University
- Annamaria Lusardi, Dartmouth College
- Olivia S. Mitchell, University of Pennsylvania
- Randall S. Kroszner, Federal Reserve Board
- Gertrude Tumpel-Gugerell, European Central Bank

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.

Issue dates	Space Reservation Deadline	Material Closing
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. 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
1/2 Page		
NABE Member Discount:	\$463	\$417
Nonmember Rate:	\$535	\$482
Full Page		
NABE Member Discount:	\$579	\$521
Nonmember Rate:	\$667	\$601
Inside Front/Back Cover or Page Facing		
NABE Member Discount:	\$696	\$627
Nonmember Rate:	\$799	\$719
Outside Back Cover		
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), or
- (2) Native Files (Quark or InDesign) with all supporting files (Fonts, Graphics/Images)

Color:	<i>Business Economics</i> prints in black ink and blue ink, Pantone 288. Ads can print in one color or two.
Halftones:	133 Line Screen.
Paper Stock:	<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 in the NABE office no later than one month prior to publication date.
- Artwork will not be returned.
- Tearsheets will be sent upon request.

See page 10 for terms and conditions.

NABE News

Published six 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 2,500 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/07/10/index.html> for a sample.

Deadline:

Issue dates	Space Reservation Deadline	Material Closing
February 12	January 15	February 1
April 15	March 15	April 1
June 10	May 15	June 2
August 12	July 15	August 1
October 14	September 15	October 1
December 9	November 15	December 1

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

Size	Location
Button ad	Right column, convenient location
Banner: 125 x 125 pixels	Right column, below headline
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 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 and saved using the 256-color system palette. (No animation, please.) E-mail advertising artwork to 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:

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

See page 10 for terms and conditions.

IdeaLink

IdeaLink is NABE's e-mail bulletin, published on Tuesdays two times per month, that reaches the desktops of NABE members, a highly focused group of top economists. NABE Chapter members also receive *IdeaLink*. (NABE has 41 chapters around the country.) NABE members rely on *IdeaLink* 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 *IdeaLink* and a free homepage link.

Circulation: More than 2,500 NABE members plus NABE chapter members.

Rates:

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

Publication schedule for 2008:

January:	8 and 22	July:	1 and 15
February:	5 and 19	August:	5 and 19
March:	11 and 25	September:	2 and 16
April:	1 and 15	October:	1 and 14
May:	6 and 20	November:	4 and 18
June:	3 and 17	December:	2 and 16

Copy and link information for *IdeaLink* 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.

See page 10 for terms and conditions.

NABE's Website: www.nabe.com

NABE's website, www.nabe.com, receives more than 19,000 (and growing) page views per week from a highly focused group that uses economics in the workplace.

Economic professionals rely on 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:

Size	Location
125 x 125 pixels	Right column above "News and Notes"
234 x 60 pixels	Middle column, third item

Ad specifications:

File size must not exceed 15k. Creative must be supplied in GIF format and saved using the 256-color system palette. E-mail advertising artwork to 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

ONLINE MEMBERSHIP DIRECTORY

Published annually in March, the NABE Membership Director and updated monthly, lists all members of the Association. Entries include contact information and corporate affiliation. The Directory also lists members' area of economic specialization, industry expertise, educational background, and prior work experience. The NABE Membership Directory has a long shelf life—members reference this valuable publication throughout the entire year.

We offer the following opportunity for banner advertisements on the front page of the online membership directory at <http://www.nabe.com/publib/directory.html>:

Size	Location
125 x 125 pixels	Right column

Ad specifications:

File size must not exceed 15k. Creative must be supplied in GIF format and saved using the 256-color system palette. E-mail advertising artwork to 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:	\$650 per year
Non-Member Rate:	\$800 per year

Space reservation deadline: February 1, 2007. Material deadline: February 15, 2007

See page 10 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 2X per month in **IdeaLink**, 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.

Active US Members/Prospects/Subscribers: 5,230

Inactive US Members: 3,160

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.

FORMAT	<ul style="list-style-type: none"> • E-mail (One Time Use Only) • Diskette (One Time Use Only) • Pressure sensitive labels • Cheshire • Magnetic Tape
RATE	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:

4-Up Cheshire Labels N/C

4-Up Pressure Sensitive \$10/M

Magnetic Tape \$30

Diskette \$65

E-Mail \$65

Purchase list at:

Candy Brecht

MGI Lists

800-899-4420 Ext. 383

Fax: 703-549-6057

E-mail: cbrecht@mgilists.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 wide-spread recognition. **The 2008 Annual Meeting will be held October 5-7, 2008 in Washington DC.** 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 2008 Policy Conference will be held March 3-4 at the Marriott Crystal City Hotel, Arlington, VA, close by Washington, DC.** Expected attendance: 250.

CONFERENCE PARTICIPANTS— who we are	Economic and finance professionals from major corporations, small business, non-profit associations, universities, and government. Industries represented: energy, construction, manufacturing, transportation, communication, utilities, wholesale and retail trade, financial services, and consulting. Areas of specialization include: corporate planning, microeconomic analysis, statistics, securities analysis, real estate, international economics, finance, labor markets, macroeconomic forecasting, market research, and regional economics.
CONFERENCE PARTICIPANTS— what we purchase and recommend	Conference attendees purchase or recommend 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. They are active consumers of items that will help improve their work and their careers.

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 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, nabe@nabe.com