



**ADVERTISING RATES & POLICIES**

**GENERAL INFORMATION**

NATCO, *The Organization for Transplant Professionals* is a membership organization with over 2,000 members, consisting of transplant, procurement and hospital development practitioners, nurses, educators, administrators and directors. NATCO promotes education, publications and products that connect, serve and educate our members. In addition, the organization acts as a resource for and advocate of transplant-related decisions in cooperation with organizations throughout the country and the community at large, including agencies of the Federal Government.

***IN TOUCH, NATCO's Newsletter***

**EDITORIAL PROFILE**

*In Touch*, the official quarterly newsletter of NATCO; publishes articles from the transplant community that interest and impact the profession. NATCO activities are also highlighted.

**READERSHIP and CIRCULATION**

Over 2,000 NATCO members as well as others who support organ donation and transplantation

**ADVERTISING POLICY**

The NATCO Board of Directors reserves the right to approve all advertising.

A complimentary copy of the publication is sent to each advertiser.

All camera-ready artwork in .pdf format may be emailed to [natco-info@goamp.com](mailto:natco-info@goamp.com). The completed advertising form and payment should be sent to the attention of the NATCO Executive Office, P.O. Box 15384, Lenexa, KS 66285-5384. If paying by credit card this form may be faxed with credit card payment information to (913) 895-4652 or scanned and emailed with the ad.

**FULL ISSUE SPONSORSHIP**

This \$2,000 sponsorship includes a four-color ½-page ad and the company's logo on the cover of the newsletter with a link to the advertiser's website. If the sponsoring organization requires or desires an ad larger than a half-page, it will be priced separately.

**IN TOUCH DISPLAY ADVERTISING RATES** (Subject to change without notice).

<b>Number</b>	<b>1 Time</b>	<b>2 or 3 Times</b>	<b>4 Times</b>
Full page	\$600 each ad	\$550 each ad	\$500 each ad
1/2 page	\$400 each ad	\$370 each ad	\$340 each ad
1/4 page/Job Posting	\$250 each ad	\$225 each ad	\$200 each ad

*To receive discount, multiple issue advertisements must be placed at one time.*

**COLOR**

Full color (or black and white for job placement ads)

**DISPLAY MECHANICAL REQUIREMENTS**

	<b><u>WIDTH</u></b>		<b><u>HEIGHT</u></b>
Trimmed Page Size	8"	x	10 1/2"
Full Page	7 1/2"	x	9 1/2"
1/2 Page (Horizontal)	7 1/2"	x	4 3/4"
1/4 Page (Horizontal)	7 1/2"	x	2 3/8"

**PREFERRED MATERIAL**

EPS files with all fonts converted to outlines or TIFF files with a resolution of at least 300 dpi. Also accepted: high quality PDF or high resolution (at least 300 dpi) JPEG files

**DISPOSITION OF ADS**

Disposition of furnished material, camera-ready artwork will be destroyed upon publication of ad issue unless other disposition is requested on insertion order.

**GUIDELINES**

1. Any contracts used shall indicate the number of insertions to appear in any year and, if possible, should indicate the specific issues to be used. Payment is due with advertising order form, and the ad will not be placed until payment is received.
2. Cancellation of any one-insertion agreement will require a 30-day notification prior to the scheduled publication date. The remainder of the multiple insertion agreement will remain in effect. If two (2) ads of a three-time insertion order are cancelled, the advertiser or agent will be invoiced for the full one-time rate for the remaining ads and any subsequent cancellations will be invoiced for the remainder of the insertions at the full one-time rate.

**NO CANCELLATIONS WILL BE ACCEPTED AFTER RESERVATION DATE.**

**Closing Date for Upcoming Issues:**

<u>Issue:</u>	<u>Date:</u>
First Quarter 2012	February 14, 2012
Second Quarter 2012	May 16, 2012
Third Quarter 2012	August 15, 2012
Fourth Quarter 2012	November 14, 2012

**JOURNAL ADVERTISING – PROGRESS IN TRANSPLANTATION**

NATCO accepts advertising for our official scientific journal, *Progress in Transplantation*. For information on advertising in the journal, contact SLACK Incorporated directly, at (856) 848-1000.

Please call the NATCO Executive Office at (913) 895-4612, if you have any questions about advertising on the web site or in the newsletter.

***NATCO Web Page Advertising***

Advertising on NATCO’s Web Site is available. By advertising on NATCO’s Web page, your message will reach members and non-members alike in the transplant field. Set-up and advertising rates are as follows:

<b>Classified Job Placement Advertisements – Approx. 250 words, web banner logo no larger than 468x60 pixels</b>		
Number of Months	2 Months (minimum)	4-6 Months
Set-up Fee & Maintenance Fee	\$350	4 Months: \$360 6 Months: \$440
Company Logo Included	Add \$50 to Set-up Fee	
Link to Company Web Site	Add \$50 to Set-up Fee	

All advertising must be paid prior to placement of the ad. To receive discounts for multiple months, advertising must be placed and paid up front and at one time.

Advertisement copy can be provided via e-mail. If you would like to include your company logo in the advertisement, an additional \$50 will be required in the set-up fee.

Please allow one week to place your advertisement on our website. Your billing start date will be the date your advertisement is placed.

Please allow two weeks to remove your advertisement from our website. You will not be billed for the advertisement removal time period.

Advertising is run in 60-day increments only.

**Web Site/Newsletter Package Advertising**

Advertising is available in a package basis with our website and our quarterly newsletter, *In Touch*. Advertising rates are as follows:

<b>Advertisement placed on NATCO's website for two months AND run in <i>In Touch</i> for one quarterly issue</b>	
Classified Advertisement or ¼ Page (see pixel size for web site logos above)	\$400
½ Page (see pixel size for web site logos)	\$500
Full Page (see pixel size for web site logos)	\$750

Larger advertisements can be placed. Web page run time must correspond to *In Touch* run time, i.e. six months on the Web page would correspond with two issues of *In Touch*.

**NATCO, The Organization for Transplant Professionals**  
**Advertising Order Form**

If you would like to place advertising in *In Touch* and/or on NATCO's Web Site, please fill out the following order form.

Name: \_\_\_\_\_

Advertising Firm (if applicable): \_\_\_\_\_

I.O. Number to be referenced (if applicable): \_\_\_\_\_

Advertised Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Type of advertisement to be placed:*

***In Touch* newsletter only**

Size of advertisement:     Classified Ad/ ¼ Page     ½ Page     Full Page

Number of issues in which advertisement should run:  
 1 issue                       2 or 3 issues                       4 issues

**Web Site only**

Size of advertisement:     Classified Ad/Display Ad (250 Words and web banner logo no larger than 468x60 pixels)

Number of months for which advertisement should run:  
 2 months                       4 months                       6 months

**NATCO's Web Site and *In Touch* newsletter**

Size of advertisement:     Classified Ad/¼ Page                       ½ Page                       Full Page

Number of issues/months in which advertisement should run:  
 1 issue/3 months     2 issues/6 months     3 issues/9 months     4 issues/12 months

***In Touch* newsletter issue sponsorship - \$2,000**

**Payment Type:**

Check  Visa                       Master Card                       American Express                       Discover Card

Amount: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature on Card: \_\_\_\_\_

Print Name on Card: \_\_\_\_\_

*Return form to: Regular Mail*

NATCO  
P.O. Box 15384  
Lenexa, KS 66285-5384  
Ph: (913) 895-4612

*Overnight Mail Only*

NATCO  
18000 W. 105<sup>th</sup> Street  
Olathe, KS 66061  
Fax: (913) 895-4652