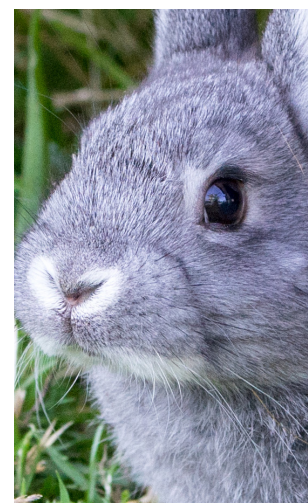


NATIONAL ANIMAL CARE & CONTROL ASSOCIATION

2021 DIGITAL MEDIA KIT



ABOUT NACA

The National Animal Care & Control Association (NACA) was formed in 1978 for the express purpose of assisting its members to perform their duties in a professional manner. We believe only carefully selected and properly trained animal care and control personnel can correct community problems resulting from irresponsible animal ownership. NACA's purpose is to preserve the human-animal bond by insisting on responsible animal ownership.

Vision

NACA envisions a world in which all animal care and control professionals are respected as essential public servants and receive consistent support, resources, and training allowing them to effectively and compassionately achieve the highest quality of life for the animals and citizens in the communities they serve.

Mission

NACA is a nonprofit organization that is committed to setting the standard of professionalism in animal welfare and public safety through training, networking, and advocacy.

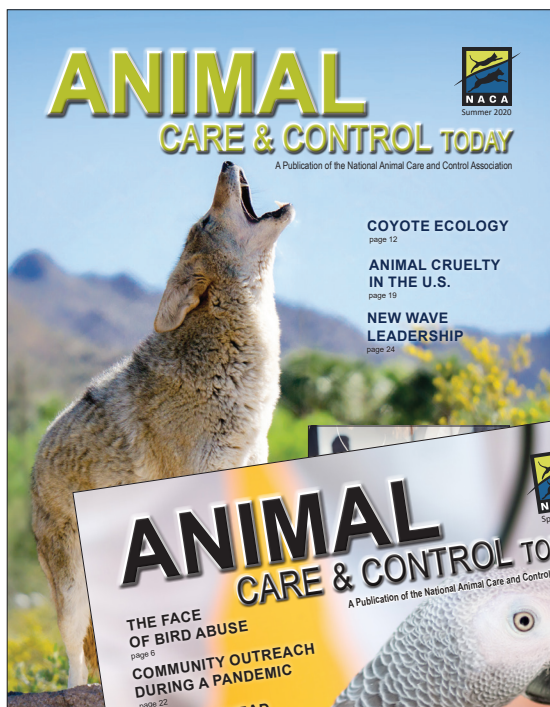


THE NACA MAGAZINE

Animal Care & Control Today

Distributed to more than 3,000 members quarterly, *Animal Care & Control Today* provides information of interest to top decision makers in the animal care and control profession.

Bonus Distribution: HSUS expo, AAWA annual conference, and state animal care and control conferences nationwide.



DATES & Distribution

Winter 2021

Ad Close/Art Due: December 30, 2020

Distribution: February 2021

Spring 2021

Ad Close/Art Due: March 30, 2021

Distribution: May 2021

Summer 2021

Ad Close/Art Due: June 30, 2021

Distribution: August 2021

Fall 2021

Ad Close/Art Due: September 30, 2021

Distribution: November 2021

DIGITAL MAGAZINE RATES & SPECS

Save up to 40% over last year's ad rates when you reserve space in all four issues !

Submit your 2021 insertion order before January 30 to lock in this NEW YEAR SPECIAL!

Position	Specs (in.)	2020 1x Rate	2021 1x Rate Save 25%	2021 2x Rate Save 30%	2021 4x Rate Save 40-60%
Full Page	Trim: 8.5 x 11 Bleed: 8.75 x 11.25	\$2,500	\$1,875	\$1,750	\$1,500
2/3-Page Vertical	4.25 x 10	\$2,150	\$1,613	\$1,505	\$1,290
1/2-Page Vertical	5 x 7.5	\$1,850	\$1,388	\$1,295	\$740
1/2-Page Horizontal.....	7.25 x 5	\$1,850	\$1,388	\$1,295	\$740
1/2-Page Column Horizontal	5 x 2.25	\$1,850	\$1,388	\$1,295	\$740
1/2-Page Column Vertical.....	2.25 x 5	\$1,850	\$1,388	\$1,295	\$740
1/3-Page Square.....	4.75 x 4.75	\$1,450	\$1,088	\$1,015	\$653
1/3-Page Horizontal.....	7.5 x 2.25	\$1,450	\$1,088	\$1,015	\$653
1/4-Column Square.....	2.50 x 2.25	\$650	\$488	\$455	\$390

Trim Size: 17 x 22

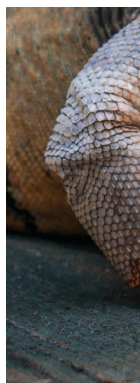
Bleed Size: 17.5 x 22.5

Files: Please supply print-ready PDFs.

Save \$1,000 per issue on a 4-issue full page ad!

Discount applies to same-size ads only.

Call Janet at 816-398-8190 to reserve your space.



ADVERTORIALS

Advertorials allow you to explain your products and services in a customized way. Reserve a 2-page advertorial in each issue of *Animal Care & Control Today*.

\$4,000 per issue

Trim Size: 17 x 22

Bleed Size: 17.5 x 22.5

Advertorials may be submitted camera-ready and must conform to the general requirements and formatting for standard advertisements.



Submit your 4-issue advertorial insertion order by Jan. 30, 2021, and SAVE 40% with our New Year Special!

Janet Conner, NACA Ad Sales • 816.398.8190 • JanetConner1@gmail.com

GENERAL REQUIREMENTS AND FORMATS

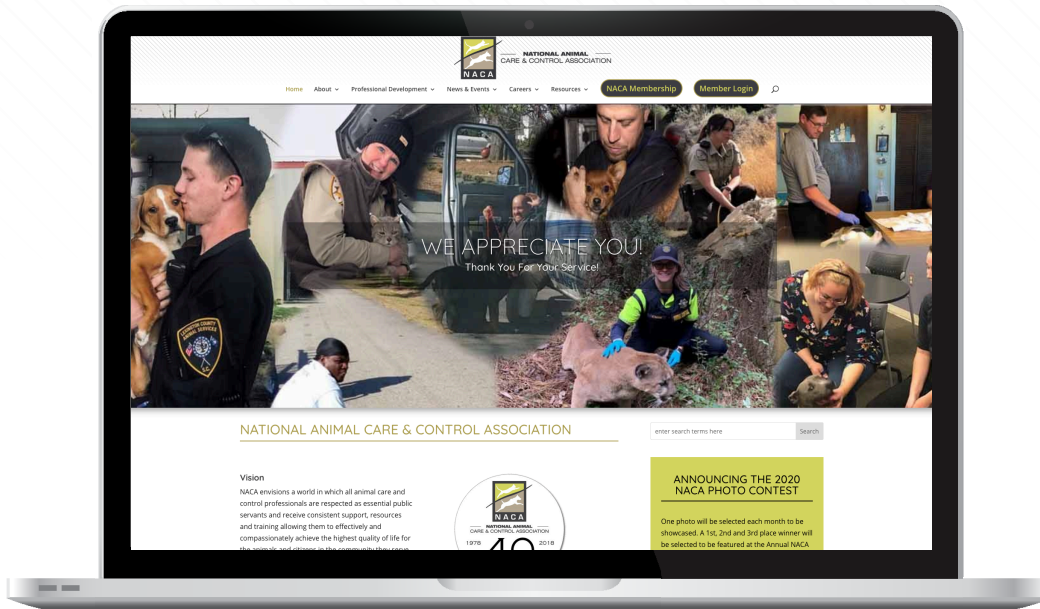
- A high-resolution PDF/X-1a file is required for all ads.
- Colors must be CMYK. No ICC profiles, RGB, or Pantone colors.
- Resolution of all photography and scanned illustrations must be at least 300 dpi. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from the trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted without crop marks, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic version of the font (e.g., instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold).
- Flatten all layers and set transparency to the highest setting.
- Ads must be suitable to print as-is. NACA is not responsible for any errors in content.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and must meet the criteria stated in the advertising policy.

PLEASE NOTE: Materials that do not meet the stated advertising specifications will be rejected.



DIGITAL

Don't miss these digital opportunities to connect with NACA's community online!



Website

Position

Side Bar
Page Curl

Specs (pixels)

405 x 920
500 x 500

Pricing per Month

\$450

ADDITIONAL OPPORTUNITIES

Sponsored eBlasts

Let NACA send an email blast to our membership as sponsored content. Sent twice a month, showcase new products and services that you want the industry to know about. Content will be reviewed by NACA before sending.

\$500

Materials Requirements:

- Fully designed, ready-to-send email in an HTML file. (Use a testing service such as Litmus to confirm HTML validation and deliverability of code.)
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files).
- All hyperlinks need to be embedded.
- Include subject line for the email.

Webinar Sponsorship

\$2,500

Upcoming Topics:

- Humane Wildlife Capture
- Animal Hoarding
- Dangerous Dog Cases
- Animal Cruelty Investigations
- Wildlife and Rabies