



Advertise in *NCBIWAY*

The digital quarterly *news magazine* of
North Carolina
Beach, Inlet & Waterway Association

- NCBIWAY provides a quarterly **comprehensive** overview of coastal issues
- Reaches **thousands of users** of beaches, inlets, waterways & related products including decision makers in local, state & federal government, both elected and appointed
- Provides pinpoint accuracy in targeting hard-to-reach **coastal decision makers**
- No need to plan months in advance – **your ad can change** with each issue
- Each issue available **online for 90+ days**, full-color, formatted for all computers
- Focused content provided to **pre-qualified, responsive readers**
- Disseminated to thousands of persons, organizations and businesses in a **timely** manner
- The **most cost-effective** way to promote **your products or services** to the beach, inlet & waterway users of North Carolina

Special Introductory Ad Rates (limited time offer, rates per insertion)

Full page – vertical – inserted within publication, any page except 1st or last

Half page – vertical or horizontal – inserted within publication, any page except 1st

Bottom of page full-width banner – advertiser’s choice of page in order of payment

Business card – grouped together on one page

# of insertions	Full page	Half page	Banner	Business Card
1x-3x	300	225	125	60
4x (consecutive)	250 200	175 125	100 75	50 35

Ad Technical Specifications, height x width (all non-bleed):

Full page ad: 9”x6.5” (648x468 pixels)

Half page ad: 9”x3.25” or 4.5”x6.5” (648x234 or 324x468 pixels)

Full width Banner ad: 2”x6.5” (144x468 pixels)

Business card ad: 2”x3.25” (144x234 pixels)

NCBIWAY is distributed as a .pdf file via emailed link 4 times a year before the 15th day of **March** (Spring), **June** (Summer), **September** (Fall) & **December** (Winter).

Deadlines

For space: **25th** of the month before issue

For ad materials: **5th** of issue month

Please **note** - **additional** costs & info:

One-time set-up fee for new ads: \$10

Ad design and graphics (if needed):

\$40/hr (one hour minimum)

All camera-ready ads should be provided in a hi-rez JPEG format.

Rates effective May 15, 2006 & subject to change per online rate card at www.ncbiwa.org

Please communicate with *NCBIWAY* staff to discuss which ad type will work best for you or to assist you in design of your ad and/or in changing the size of an existing ad to fit our publication sizes.

We Accept:



To advertise in *NCBIWAY*, please contact Harry Simmons at 910-200-7867 or by email at advertising@ncbiwa.org