

# Publications

## File Information for Advertising

The ad should be received as a .JPEG or .TIFF file with a resolution of 300 or higher, or a PDF file with embedded font files and Macintosh compatible. Microsoft Word or Microsoft Publisher documents will not be accepted. No bleed is required. You must be a current NCMA member in order to advertise. Please contact the NCMA office if you have any questions.



## Annual Membership Directory

The NCMA Membership Directory is updated annually to provide a completed list of all Operator and Associate members. Associate members are invited to advertise, which makes it possible to publish a full color, professional directory to all members as well as to place Associates' services at the fingertips of all Operators. It also contains the Association Bylaws and a form to report any changes in listings.

The current circulation is 460. You must be a current NCMA member in order to advertise.

Directories are printed in the late Fall and distributed to all current members during late Winter.

The Ad Contract/Space & Payment Deadline is **October 2, 2020**

The Ad File Submission Deadline is **October 30, 2020**

### **Ad Sizes:**

**½ page:** 3 ½" tall x 4 ½" wide (horizontal)

**½ page:** 7" tall x 2 ¼" wide (vertical)

**Full page:** 7" tall x 4 ½" wide



# Quarterly Membership Newsletter

The NCMA Forum is published quarterly to communicate up-to-date information about the Association's day-to-day operations, meetings information, directory changes, industry news from American Bus Association and United Motorcoach Association, other industry supportive agencies, member spotlights, and other information important to members.

Associate members are invited to advertise in the newsletter which offsets the cost of publication, shows support of the Association, and gets the attention of Operator members. You must be a current NCMA member in order to advertise.

## **NCMA Newsletter Tentative Schedule**

Winter	artwork deadline: December 1	distribute: January
Spring	artwork deadline: March 1	distribute: April
Summer	artwork deadline: June 1	distribute: July
Fall	artwork deadline: September 1	distribute: October