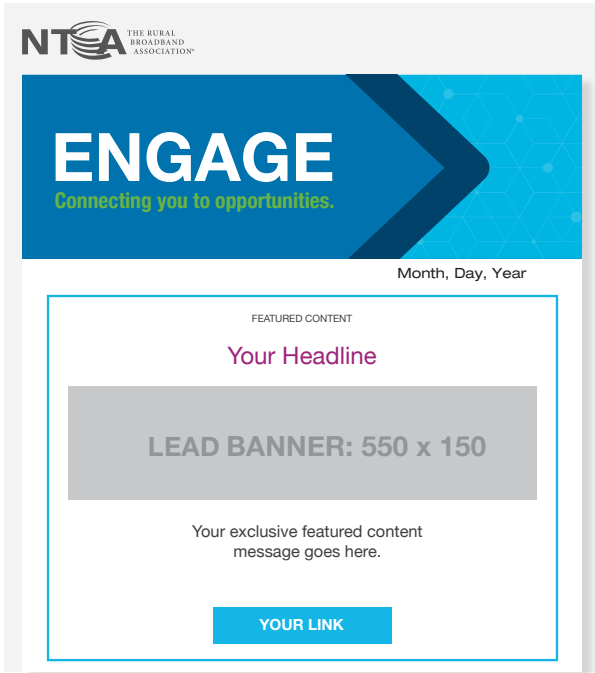


ENGAGE

Connecting you to opportunities.



AD SPECIFICATIONS

NTCA *Engage* is a complimentary email newsletter delivered to the inboxes of NTCA members every Wednesday with updates on NTCA events, webinars, Live Learning Center sessions, education programs, blogs and industry job listings.

- ▶ **Circulation:** 10,000+
- ▶ **Frequency:** weekly, every Wednesday
- ▶ **Average open rate:** 34%

SPECS AND ACCEPTABLE FORMATS

BANNER ADS

\$1,500/issue

Lead Banner

550 x 150 pixels (no animation and 50 KB maximum)

Bottom Banner

450 x 150 pixels (no animation and 50 KB maximum)

NEWSLETTER TAKEOVER

\$3,000/issue

Includes:

Lead banner

Sponsored content

Bottom banner

Banners should be 50 KB maximum and static (no animation).

FEATURED CONTENT

Special offer only available for RTIME exhibitors.

\$800/issue

Image: 550 x 150 pixels (no animation and 50 KB maximum)

Headline: 40 characters with spaces maximum

Message: 210 characters with spaces maximum

SPONSORED CONTENT

\$2,000/issue

Image: 200 x 200 pixels (no animation and 50 KB maximum)

Headline: 50 characters with spaces maximum

Message: 260 characters with spaces maximum

For all formats, send one **URL** (UTM codes are highly recommended.)

Submitted content may be slightly edited according to NTCA style.

ACCEPTED FORMATS

- ▶ JPG, static GIF and PNG formats.
- ▶ Recommended resolution of 72 dpi.
- ▶ Maximum file size of 50 KB.

COLOR

All banner ads need to be RGB. CMYK or grayscale images will not be accepted.

DEADLINES

- ▶ **Ad Reservations:** Due two weeks before publication date.
- ▶ **Ad Materials:** Due three business days before publication date.

AD SUBMISSION

Submit materials clearly marked with company name, contact name, choice of click-through URL, *Engage* issue date, ad placement and accompanying text (if submitting sponsored content). All images must include the name of the advertiser in the actual file name (e.g., XYZCo-Ad.JPG).

ADVERTISEMENT

BOTTOM BANNER
450 x 150

in

SPONSORED CONTENT

IMAGE
200 x 200

Your Headline

Your exclusive sponsored content message goes here.

YOUR LINK

**FOR AD RESERVATIONS,
SPONSORSHIP OR ADVERTISING,**

Contact Michele Coleman at mcoleman@ntca.org or
(703) 351-2089.

FOR AD SUBMISSION,

Send to Rich Skibinski at rskibinski@csgcreative.com.

www.ntca.org/adspecs