The National Association for Business Economics (NABE) provides a vital link between business economists and those who provide services to them.
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NABE has more than 24,000 members and friends

including

- Economists
- Statisticians
- Financial Advisers
- Corporate Strategists
- Forecasters
- Analysts
- Business Leaders
- Policymakers
- Scholars

They represent corporate America, financial institutions, investment firms, non-profit and trade organizations, consulting firms, state and local governments, universities, and the Federal government.

"...the largest group of U.S. corporate economists."
—Financial Times

Reach a highly-qualified audience

NABE is the only not-for-profit association of business professionals—from all industries—who use economics in their work.

NABE members are senior-level decision-makers, including:

- CEOs
- Directors
- Chief Economists
- Managers
- Presidents
- Academic Deans
- Vice Presidents
- Policymakers

NABE marketing opportunities

NABE provides your organization with a variety of effective ways to reach this highly-qualified network of business economic professionals.

*Print and electronic advertising* opportunities include:


The weekly *NABE NewsDigest e-newsletter* and NABE's website—*NABE.com*—provide electronic advertising opportunities. See pages 3-8 for more details.

*Exhibit booth rental, sponsorships, and advertising* opportunities are available at NABE's popular and well-attended meetings. See page 9 for more details.
Published four times a year in partnership with Palgrave Macmillan, NABE’s prestigious journal, *Business Economics*, features outstanding articles on applied economics, including:

- Macro and micro economics
- Finance
- Monetary and fiscal policy
- Statistics
- Interest rates
- Deregulation
- International economics

Recent authors and contributors include:

Douglas W. Elmendorf,
Harvard Kennedy School

John Fernald,
Federal Reserve Bank of San Francisco

Jason Furman,
(formerly) President’s Council of Economic Advisers

Glenn Hubbard,
Columbia Business School

Catherine L. Mann,
(formerly) OECD,
Global Chief Economist at Citi

Raghuram Rajan,
(formerly) Reserve Bank of India

Joseph E. Stiglitz,
Columbia University

Janet Yellen,
(formerly) Federal Reserve Board of Governors
Readers value each issue of *Business Economics*.

**THEY READ IT COMPLETELY**

90% read most of the articles in every issue.

**THEY LIKE THE CONTENT**

96% rate *Business Economics* as very good to excellent.

**IT HAS AN EXTENDED SHELF LIFE**

82% of readers save their issues and pass them on to colleagues.

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**Circulation**

*Business Economics*, published in print and online, reaches more than 3,000 leading economic professionals including NABE Members and paid subscribers.

Ads in *Business Economics* appear in the print version and in the PDF version of the online journal on the NABE website.

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**Deadlines**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Space reservation deadline</th>
<th>Content delivery deadline</th>
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<td>JANUARY</td>
<td>December 5</td>
<td>December 29</td>
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<tr>
<td>APRIL</td>
<td>March 5</td>
<td>March 20</td>
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<td>JULY</td>
<td>June 5</td>
<td>June 28</td>
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<td>OCTOBER</td>
<td>September 5</td>
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**Size specifications**

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Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 TIME</th>
<th>2-4 TIMES (price per ad)</th>
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<tr>
<td></td>
<td>NABE MEMBER DISCOUNT</td>
<td>NON-MEMBER RATE</td>
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<tr>
<td>1/2 PAGE</td>
<td>$463</td>
<td>$535</td>
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<td>$579</td>
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<td>INSIDE FRONT/BACK COVER OR FACING PAGE</td>
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<tr>
<td>OUTSIDE BACK COVER</td>
<td>$890</td>
<td>$1,031</td>
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*Ten percent discount for listing in Business Economics 4x using the same ad. Add $75 per issue with each ad change.*

Reproduction Requirements

- Electronic submissions only in one of the two following file formats:
  1. PDF—press-ready settings (with embed fonts), or
  2. Native Files (Quark or InDesign) with all supporting files (Fonts, Graphics/Images)
- Submitting NATIVE FILES allows us to make changes to artwork, if absolutely necessary, but altering a file risks introducing a second proofing cycle (which could affect the production schedule) and opens the door to the possibility of our introducing a mistake into the copy. Please submit FINAL artwork.
- Submitted PDF files greatly limit the kind of changes we can make to an ad. All PDF ads must be in FINAL CORRECT form.

Notes:

- Reservations for advertisements may be made any time provided the ad deadline has not passed for the desired publication.
- Finished artwork is due no later than one month prior to publication date.
  Email to: Colette Brissett at cbrissett@nabe.com
- Tearsheets will be sent upon request.

See page 10 for terms and conditions.
NABE NewsDigest is NABE’s e-newsletter, published every Wednesday, which reaches the desktops of NABE Members, a highly focused group of top economists. NABE Members rely on NABE NewsDigest for industry and association news, job announcements, calendar updates for chapter events, NABE courses, teleconferences, and webinars, and much more.

Circulation
More than 2,500 NABE Members

Advertorials and banner ads are available in each issue of NABE NewsDigest; issues are available on a first-come, first-served basis. Advertorials are embedded within the news bulletins section and preceded by a disclaimer, such as the following:

[Content from IMF Academy]
IMF Academy offers two high-level distance learning courses on major Transfer Pricing issues: Transfer Pricing and Transfer Pricing and Intellectual Property. These courses will focus on topics such as Business Restructuring and Valuation, Transfer Pricing Legislation, BEPS, Taxation and Valuation of Intellectual Property (IP) and Intangible Assets. The courses were designed to provide in-depth training for financial, tax and Transfer Pricing professionals who are interested in expanding their knowledge of the theory and practice of Transfer Pricing. More information?

Advertorial Rates
$300/issue
Banner Ad Rates

<table>
<thead>
<tr>
<th>AREA</th>
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<th>&gt;2 TIMES (price per ad)</th>
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<td>UPPER BANNER</td>
<td>$222</td>
<td>$317</td>
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<tr>
<td>MIDDLE BANNER (-10%)</td>
<td>$199</td>
<td>$285</td>
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<tr>
<td>LOWER BANNER (-15%)</td>
<td>$189</td>
<td>$270</td>
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Banner ad specifications

Creative must be 487x60 pixels, in JPEG format, and no greater than 50kb in size. Banner ads also include a link to a webpage of your choice.

Creative and link information for NABE NewsDigest ads are due no later than the Friday prior to the publication date. Send copy and URL address to NABE via e-mail at cjonas@nabe.com.

See page 10 for terms and conditions.
NABE’s website, www.NABE.com, receives between 150,000 and 200,000 (and growing) page views per month from a highly focused group that uses economics in the workplace.

Economic professionals rely on NABE.com for the latest economic survey releases, news, event calendars, career information, economic links, and much more.

**SIDEBAR AD PLACEMENT**

We offer opportunities for banner advertisements on the right-hand sidebar of NABE website pages.

**Rates**

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Sidebar Ad NABE Member Discount Rate</td>
<td>$305 per month</td>
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<tr>
<td>Sidebar Ad Non-Member Rate</td>
<td>$410 per month</td>
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**Ad specifications**

Creative must be 500x500 pixels, in JPEG format, and no greater than 75kb. E-mail advertising artwork to cjonas@nabe.com and include name, phone number, and e-mail address for contact person and the URL address to which the banner should link.
CONFERENCE WEBPAGE AD PLACEMENT

Get your firm or agency’s name in front of thousands of viewers on NABE’s conference webpages, such as the NABE Economic Policy Conference, NABE Annual Meeting, and NABE Tech Economics Conference pages.

Rates

$500/ad

Ad specifications:

Creative must be 250x250 pixels, in JPEG format, and no greater than 75kb. E-mail advertising artwork to cjonas@nabe.com and include name, phone number, and e-mail address for contact person and the URL address to which the banner should link.

See page 10 for terms and conditions. See page 12 for more information on promotional opportunities at NABE meetings.
TERMS AND CONDITIONS
for Business Economics, NABE NewsDigest, and NABE Website

Payment

- All rates are net to NABE - no agency discounts allowed.
- All payments must be made in U.S. dollars within 30 days and drawn on a U.S. Bank.
- New advertisers are required to pay prior to first publication date.

Miscellaneous

- All advertisements are subject to NABE's approval of copy, text, display, and illustration.
- NABE reserves the right to cancel advertising agreements.
- All advertisements are accepted and published on the representation that the advertisers are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertisers will indemnify and save NABE harmless from and against any claims or suits from libel, violation of the right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such publication.

Address to send artwork and payment:

Business Economics
Colette Brissett
Director of Administration
National Association for Business Economics
1920 L Street, N.W., Suite 300
Washington, DC 20036
202-463-6223
202-463-6239 (fax)
E-mail: cbrissett@nabe.com

NABE NewsDigest and NABE Website
Chris Jonas
Director of Communications and Programs
National Association for Business Economics
1920 L Street, N.W., Suite 300
Washington, DC 20036
202-463-6223
202-463-6239 (fax)
E-mail: cjonas@nabe.com
NABE MEETINGS

ANNUAL MEETINGS
In the fall of each year, NABE holds an Annual Meeting. These meetings have gained widespread recognition, and past speakers have included such prominent figures as Federal Reserve Chairs Ben Bernanke and Janet Yellen. Expected attendance: 400.

POLICY CONFERENCE
In late winter of each year, NABE holds a policy conference in Washington, DC, the premier annual event addressing key issues at the nexus of business, economics, and policy. Speakers include high-ranking government officials and other experts on selected economic policy matters. Expected attendance: 500.

OTHER EVENTS
NABE conducts an annual Transfer Pricing Symposium, Tech Economics Conference, and numerous other live and virtual events, each of which afford opportunities for sponsors and advertisers. Consult the NABE calendar on www.NABE.com for upcoming offerings.

Who the participants are
Economic and finance professionals from major corporations, small business, non-profit associations, universities, and government. Industries represented: energy, construction, manufacturing, transportation, communication, utilities, wholesale and retail trade, financial services, and consulting. Areas of specialization include: corporate planning, microeconomic analysis, statistics, securities analysis, real estate, international economics, finance, labor markets, macroeconomic forecasting, market research, and regional economics.
What we purchase and recommend
Conference attendees purchase or recommend books, training programs, software, data services, consulting services, professional advancement tools, online news services, and business publications, including books, newspapers, and magazines. NABE Members are highly educated and are looking for the latest and best ideas. They are active consumers of items that will help improve their work and their careers.

Opportunities are available to rent exhibit booths, to provide promotional materials for on-site packets, to advertise on conference webpages, and to sponsor events. To receive information about NABE meetings, contact NABE at 202-463-6223 or e-mail nabe@nabe.com with your contact information.

There’s more
Partner with NABE on our Outlook Survey, Business Conditions Survey, or Economic Policy Survey
Publish book reviews in Business Economics
Sponsor teleconferences and webinars