



## NABE Media Kit

### NABE Advertising Opportunities In. . .

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The National Association for Business Economics (NABE) provides the vital link between business economists and those who provide services to them.

#### NABE's more than 24,000 members and friends are...

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

...representing 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; they are:

• 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, Web, and E-mail Advertising	• Exhibit booth rentals
• List Rentals	• Sponsorships

**NABE print and electronic advertising opportunities**--NABE's prestigious journal, ***Business Economics***, now published in partnership with Palgrave Macmillan, provides print and website advertising opportunities. The weekly bulletin—***NABE NewsDigest***, and NABE's website--[www.NABE.com](http://www.NABE.com), provide the electronic opportunities. See pages 3-8.

**NABE's list rental** features a highly targeted database of business professionals who use economics in their work. See p. 9.

**Exhibit booth rental, sponsorship, and advertising opportunities** are available at NABE's popular and well-attended meetings—see page 9.

## ***Business Economics***

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

Recent authors and contributors include:

- William White, OECD
- John B. Taylor, Stanford University
- James A. Wilcox, University of California, Berkeley
- Christina D. Romer, (formerly) President's Council of Economic Advisers
- Jeffrey M. Lacker, Federal Reserve Bank of Richmond
- Alan D. Viard, American Enterprise Institute
- Jeffrey J. Schott, Peterson Institute of International Economics
- James Bullard, Federal Reserve Bank of St. Louis

### **Readers value each issue of *Business Economics*.**

They read it completely: almost **90%** read most of the articles in every issue.

They like the content: **96%** rate *Business Economics* as very good to excellent.

*Business Economics* has an extended shelf life—**82%** of readers save their issues and pass them on to colleagues.

<b>Issue</b>	<b>Space Reservation Deadline</b>	<b>Material Closing</b>
January	December 16	January 1
April	March 17	April 1
July	June 17	July 1
October	September 17	October 1

**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.

**Rates:**

	Price Per Ad	
Size	1X	2-4X
<b>1/2 Page</b>		
NABE Member Discount:	\$463	\$417
Nonmember Rate:	\$535	\$482
<b>Full Page</b>		
NABE Member Discount:	\$579	\$521
Nonmember Rate:	\$667	\$601
<b>Inside Front/Back Cover or Page Facing</b>		
NABE Member Discount:	\$696	\$627
Nonmember Rate:	\$799	\$719
<b>Outside Back Cover</b>		
NABE Member Discount:	\$890	\$801
Nonmember Rate:	\$1,031	\$929

\*Ten percent discount for listing in *Business Economic* 4x using the same ad. Add \$75 per issue with each ad change.

**Specifications:**

	Total area	Words/Images
	Width x Length	Width x Length
Size with bleeds		
Full Page	8.75" x 11.25"	7.75" x 10.25"
Size without bleeds		
1/2 Page Horizontal	7.75" x 5.00"	NA
1/2 Page Vertical*	3.75" x 10.25"	NA
Full Page	7.75" x 10.25"	NA

**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)

<b>Color:</b>	<i>Business Economics</i> prints in black and color ink.
<b>Halftones:</b>	133 Line Screen.
<b>Paper Stock:</b>	<i>Business Economics</i> Cover - 10pt CIS, Text - 60# Opaque.

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 limits 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 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](mailto:cbrissett@nabe.com)
- Tearsheets will be sent upon request.

**See page 8 for terms and conditions.**

## **NABE NewsDigest**

NABE News*Digest* is NABE's e-mail bulletin, **published every Wednesday**, which reaches the desktops of NABE members, a highly focused group of top economists. NABE Chapter members also receive NABE News*Digest*. (NABE has 42 chapters around the country.) NABE members rely on NABE News*Digest* for industry and association news, job announcements, calendar updates for seminars and teleconferences, and much more.

NABE will accept only one advertiser per issue; issues are available on a first-come, first-served basis. Each advertiser gets a banner ad at the beginning of NABE News*Digest* and a free homepage link.

**Circulation:** More than 2,500 NABE members plus NABE chapter members.

**Rates:**

	<b>Price Per Ad</b>	
	<b>1-2X</b>	<b>&gt;2X</b>
<b>NABE Member Discount Rate:</b>	\$193	\$173
<b>Non-Member Rate:</b>	\$276	\$248

Ad specifications for NABE *NewsDigest*: Creative must be 487x60 pixels, in JPEG format and no greater than 50kb in size.

Creative and link information for NABE *NewsDigest* ads are due no later than two business days—the Friday—prior to the publication date. Send copy and URL address to NABE via e-mail at [nabe@nabe.com](mailto:nabe@nabe.com).

**See page 8 for terms and conditions.**

## **NABE's Website: [www.NABE.com](http://www.NABE.com)**

NABE's website, [www.NABE.com](http://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](http://nabe.com) for the latest economic survey releases, news, economic calendars, statistics, career information, economic links, peer exchange, and much more.

### **FRONT PAGE AD PLACEMENT**

We offer opportunities for banner advertisements on the front page:

<b>Size</b>	<b>Location</b>
135 x 135 pixels	"Box" ad, Left column underneath "NABE Foundation" logo

**In addition to the home page, placements are also available on high visibility inside pages that get over 1500 page views a month, such as the Careers page or Economic Blogs page.**

#### **Ad specifications:**

File size must not exceed 75kb. Creative must be supplied in JPEG format. E-mail advertising artwork to [nabe@nabe.com](mailto:nabe@nabe.com) and include name, fax number, and e-mail address for contact person and the URL address to which the banner should link.

#### **Rates:**

"Box" NABE Member Discount Rate:	\$305 per month
"Box" Non-Member Rate:	\$410 per month

**See page 8 for terms and conditions.**

# **Terms, and Conditions for Business Economics, NABENewsDigest, 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 payment is required 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 & payment:**

Director, 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: [nabe@nabe.com](mailto:nabe@nabe.com)

## OTHER PROMOTION OPPORTUNITIES WITH NABE

### NABE Calendar

List your events on NABE's online calendar. Price is \$125 per month for the online calendar, which is also published in NABE NewsDigest (once per week), see page 7. Contact us for ad specification details.

### NABE Mail List

A highly-targeted database of business professionals who use economics at work. NABE's membership list is available in electronic format for one-time use. No e-mail addresses are provided.

6,878 NABE Masterfile \$150/M  
2,500 Active US Members \$150/M  
2,125 Inactive US Members \$150/M  
1,995 Non-member Meeting Attendees \$300 flat

Purchasing NABE's mailing list is a sure way to promote your publications, software, consulting services or upcoming conferences/seminars to the only national professional association of business economists.

<b>FORMAT</b>	• E-mail (One-Time Use Only)
<b>RATE</b>	Full list: \$150/thousand

- *List may not be merged with any other database.*

#### Selections available:

State, SCF \$10/M  
Key Code \$ 5/M

#### Address format:

E-Mail \$75

#### Purchase list at:

Colette Brissett  
NABE  
(202) 463-6223  
E-mail: [cbrissett@nabe.com](mailto:cbrissett@nabe.com)

#### Terms and conditions:

- Minimum order: \$300
- List rental for one-time use only
- Sample mailing piece required
- 48 hrs turnaround time once NABE approves sample
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Consumer offers reviewed individually
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment is required for orders cancelled after mail date

## NABE Meetings

**ANNUAL MEETINGS** In the fall of each year, NABE holds an Annual Meeting. These meetings have gained widespread recognition. Expected attendance: 400.

**POLICY CONFERENCE** In late winter of each year, NABE holds a policy conference in Washington DC, at which the key economic policy issues for the coming year are addressed. 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, Big Data 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](http://www.NABE.com) for upcoming offerings.

<b>CONFERENCE PARTICIPANTS— who we are</b>	Economic and finance professionals from major corporations, small business, non-profit associations, universities, and government. <b>Industries represented:</b> energy, construction, manufacturing, transportation, communication, utilities, wholesale and retail trade, financial services, and consulting. <b>Areas of specialization</b> include: corporate planning, microeconomic analysis, statistics, securities analysis, real estate, international economics, finance, labor markets, macroeconomic forecasting, market research, and regional economics.
<b>CONFERENCE PARTICIPANTS— what we purchase and recommend</b>	<b>Conference attendees purchase or recommend</b> 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. <b>They are active consumers of items that will help improve their work and their careers.</b>

Opportunities are available to rent exhibit booths, to provide promotion materials for on-site packets, and to sponsor events. To receive information about NABE meetings, contact NABE at 202-463-6223 or e-mail [nabe@nabe.com](mailto: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** skills training sessions, member teleconferences and webinars

For more information, please contact:

**NATIONAL ASSOCIATION FOR BUSINESS ECONOMICS**  
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202-463-6223, 202-463-6239 (fax), [www.nabe.com](http://www.nabe.com), [nabe@nabe.com](mailto:nabe@nabe.com)