

**Black & White Rates**

	1 Time	3 Times	6 Times	9 Times	12 Times
Full page	\$7,350	\$6,950	\$6,650	\$6,550	\$6,250
2/3 page	\$6,400	\$6,050	\$5,750	\$5,450	\$5,150
Island 1/2 pg.	\$5,450	\$5,150	\$4,950	\$4,750	\$4,550
1/2 page	\$4,500	\$4,250	\$4,050	\$3,850	\$3,650
1/3 page	\$3,550	\$3,350	\$3,150	\$2,950	\$2,850
1/4 page	\$2,600	\$2,450	\$2,350	\$2,250	\$2,150
1/6 page	\$1,650	\$1,550	\$1,450	\$1,350	\$1,250
1/8 page*	\$850	\$750	\$650	\$650	\$550

3x minimum may be placed as multiples per page  
 \*Nothing under 1/4 may be used as rate holder

2nd Color \$950  
 4 Color \$1,850  
 4 Color (spread) \$3,250

**Classified Rates (Noncommissionable)**

Classified Listings	1 Time	2 Times	4 Times
Per inch	\$175	\$165	\$155
Per line	\$15	\$14	\$13
Second color – \$160			
Reader service number – \$50			

**Issue and Closing Dates**

**necdigest®** is published 6 times a year.

Advertising insertions must be received by the following closing dates:

Issue	Closing Date
February/March 2005	Dec. 27, 2004
April/May 2005	Feb. 25, 2005
June/July 2005	April 25, 2005
August/September 2005	June 27, 2005
October/November 2005	Aug. 25, 2005
December 2005/January 2006	Oct. 25, 2005

Individual insertion orders may not be canceled after the closing date.

**Inserts**

Rates for furnished inserts, business reply cards, and gatefold presentations are available upon request. Please contact your advertising sales representative or the publisher.

**Special/Preferred Positions**

Contact your advertising representative.

**necdigest Specifications**

Full page	7" x 10"
2/3 page	4 1/2" x 10"
1/2 page horizontal	6 7/8" x 4 1/2"
1/2 page vertical	3 5/16" x 10"
Island 1/2 pg.	4 1/2" x 7 1/2"
1/3 page vertical	2 1/8" x 9 7/8"
1/3 page square	4 1/2" x 4 7/8"
1/4 page	3 5/16" x 4 11/16"
1/6 page	2 1/4" x 4 7/8"
2 page spread with bleed	16 1/2" x 11 1/8"
Publication trim size	8 1/8" x 10 7/8"

**Bleeds:** Allow 1/8" printed bleed beyond trim of each edge.

**Spreads:** Keep live matter 1/4" from the gutter edge.

**Halftones:** 133-line screen recommended

**Printing:** Web offset on coated stock

**Binding:** Perfect

**Mailing and Shipping Instructions**

Insertion orders, contracts, copy instructions, film, proofs, and reproduction materials should be sent directly to:

**necdigest**  
 Dorinda Ferguson  
 Advertising Operations Manager  
 One Batterymarch Park  
 Quincy, MA 02169  
 Phone: (617) 984-7323  
 Fax: (617) 984-7090

**Digital Advertising Materials Requirements**

**Acceptable Media**

Ads may be submitted via any of the following media formatted for Macintosh:

- 1.4 MB 3.5" floppy disk
- CD

**Acceptable File Formats**

- Quark XPress® on Macintosh platform
- Ads created in Adobe Illustrator® and Freehand® can be provided as EPS Files (be sure to include fonts) or save fonts as outlines
- PDF files

**Specifications**

- Documents must be set to *necdigest's* mechanical requirements for ads in the Media Kit (See Rate Card section).
- All pictures, photographs, illustrations or logos must be included in TIFF or EPS file format, including nested images. If images include nested fonts, we require all font files, including screen and printer fonts. JPEG images are not acceptable.
- All color images must separate as C,M,Y,K. Remove RGB, Spot Colors and Lab Colors from your color pallet prior to saving your file.
- All fonts must be included as both screen and printer fonts. Postscript fonts are required for each font used in the ad; Truetype® fonts are not acceptable.
- Laser proofs for black and white ads and color proofs for color ads must accompany all digital materials.
- Photographs should be 300 dpi in final size.
- Line art should be 1200 dpi in final size.

**Don't**

- Do not pick screen percentages under 3%.
- Do not save any images in Photoshop, Illustrator Freehand, etc. without converting to C,M,Y,K.
- Do not save images as TIFF files with none chosen as background color in picture box. Color should be 0% black.
- Do not use pseudo commands (i.e., do not apply "style" to fonts).
- Do not make Quark EPS files.
- Do not set screens in Photoshop.
- Do not nest EPS files.

## necdigest® 2005 Editorial Calendar

Feb./Mar. 2005 Ad Closing: Dec. 27, 2004

### Theme: Safety and Security

#### Issue Features

- Fire Alarm System Testing & Maintenance – Part 2
- NFPA 730 and 731 – Security Systems
- Personal Protective Equipment (PPE) – It's NOT A Suit of Armor
- OSHA's General Electrical Standard & NFPA 70/70E – How Do They Compare?
- How Does the NEC Update Process Work?

April/May 2005 Ad Closing: Feb. 25, 2005

### Theme: Commercial/Industrial Systems

#### Issue Features

- Article 409 – Industrial Control Panels
- Proper Use of Electrical Cables on Industrial Machinery (NFPA 79)
- Underground Electrical Enclosures & Handholes
- High-Impedance Grounding Systems

Show Distribution – NFPA WSCE, Lightfair International

June/July 2005 Ad Closing: April 25, 2005

### Theme: Low- & Medium-Voltage Systems

#### Issue Features

- Article 645 – Electrical Wiring for Computer Rooms and Data Centers
- Article 519 – Permanent Amusement Facilities
- Safety Hazards At Home and At Work
- AFCI Technology – Branch Feeder AFCIs vs. Combination AFCIs
- Article 830 – Network-Powered Broadband Communications Systems

Aug./Sept. 2005 Ad Closing: June 27, 2005

### Theme: Lighting

#### Issue Features

- LED Technology – The Future of Light?
- The OSHA/NECA/IBEW Safety Alliance – How's It Going?
- The Electrical Safety Foundation Intl (ESFI) – Who Are They? What Do They Do?
- Major Technical Milestones In the NEC

Show Distribution – NECA

Oct./Nov. 2005 Ad Closing: Aug. 25, 2005

### Theme: Power

#### Issue Features

- NFPA 110 – Emergency Generators & Transfer Switches for Industrial Applications
- Article 620 – Elevator Controls
- Articles 500 – 516: Hazardous (Classified) Locations

Dec. 2005/Jan. 2006 Ad Closing: Oct. 25, 2005

### Theme: Testing and Maintenance

#### Issue Features

- Using Test Equipment on Live Electrical Equipment
- How to Use Infrared Test Equipment
- Electrical Maintenance at Ski Resorts
- Recycling Electrical Equipment – What Are the Legal Requirements?

Show Distribution – Electric West 2006

necdigest

## National Contacts NFPA Magazine Publishing Division

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# necdigest

NFPA's Official NEC® Magazine

Rate Card #5

2005

Planning Calendar

*Defining the NEC® –  
The National  
Electrical Code®.  
Delivering the Audience.*

# NFPA

PUBLICATIONS

NFPA JOURNAL | necdigest

One Batterymarch Park

Quincy, MA 02169

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