

## Advertise with CTMA

For the 7<sup>th</sup> year, NCMS will be publishing our annual CTMA magazine highlighting CTMA projects, industry insights, and editorials from technical SMEs. NCMS is providing you the chance to support both the program and the magazine to directly reach DoD decision makers and NCMS member companies. Release date for this year's CTMA magazine is 7, May 2019, at this year's CTMA Annual Partners meeting. The virtual version will be available for download on the same day.

Circulation and readership of the magazine continues to grow as its reach extends far beyond CTMA and into the core of the NCMS network and beyond. Producing and distributing a world-class magazine targeted specifically to the DoD and the maintenance and sustainment industry allows us to use the magazine throughout the year. We are offering our members and partners an opportunity to market their technology and services directly to our extended network.

At NCMS we give our members priority to support their products, services, and technologies through advertising.

## Why Advertise in the CTMA Magazine?

- Support the single largest partnership within the DoD maintenance activities
- This publication delivers 100% original content to a highly motivated audience
- Engage a diverse audience between government, DoD facility partners, industry, and academia
- A fraction of cost of traditional trade magazines
- Year-long reach into the manufacturing and maintenance markets
- Featured collateral at all NCMS upcoming events and Showcases

See following page for advertisement specifications.

All advertisements include logo and link on the "CTMA Magazine" webpage

Ad Size	Member Price	Non-Member Price	Width	Height
<b>*Inside Cover/Back Cover</b>	\$2000	\$3000	8.5"	11"
<b>Full Spread (2 pages)</b>	\$2000	\$3000	17"	11"
<b>Full Page</b>	\$1000	\$1750	8.5"	11"
<b>½ Page (vertical/ horizontal)</b>	\$500	\$1000	3.55"	9.5"
			7.25"	5.0"
<b>1/3 Banner Ad (vertical)</b>	\$300	\$750	2.3"	9.5"
<b>¼ Page (vertical/ horizontal)</b>	\$250	\$650	3.55"	4.67"
			4.8"	3.88"

### Trim & Color Bleed Instructions

To prevent any unanticipated print results please abide by the following.

- Keep all text at least 0.25" from trim on each side
- Add 0.125" bleed (each side)
- CMYK format
- 266 dpi minimum

### File Formats

- Adobe Acrobat 4.0 or higher Adobe PDF setting PDF/X-1a:2001. Include crop marks and bleed
- Adobe InDesign (.indd): Include all fonts/link images and compress into ZIP folder.
- Adobe Illustrator (.ai or .eps) is preferred, be sure to embed all images and create font outlines.
- Adobe Photoshop (.eps, .tif or pdf)

### Due Dates:

For companies needing graphics support please provide all art assets as soon as possible. Advertisement art due date is **March 11<sup>th</sup>**.

### Contact:

Christopher Fick at [christopherf@ncms.org](mailto:christopherf@ncms.org) or 734.995.7983 to coordinate delivery of digital imagery or for any questions related to the publishing of the CTMA Magazine.