

2019 Print & Digital Advertising Rates

	Full Page	1/2 Page	1/3 Page	1/4 Page	Covers
SPANISH ONLY					
1x	\$3,470	\$2,300	\$1,840	\$1,380	\$4,520
2x	\$3,370	\$2,180	\$1,650	\$1,250	\$4,380
4x	\$3,260	\$2,070	\$1,570	\$1,125	\$4,240
COMBO (SPANISH & PORTUGUESE)					
1x	\$4,420	\$2,880	\$2,240	\$1,680	\$5,750
2x	\$4,270	\$2,730	\$2,030	\$1,530	\$5,550
4x	\$4,120	\$2,590	\$1,930	\$1,390	\$5,360
PORTUGUESE ONLY (Digital Only)					
Article Ad	\$1,280	Leaderboard Ad	\$1,850	TOC Ad	\$1,850
NFPA JLA DIGITAL EDITION ONLY ADS					
Sponsor Launch Image	\$2,500 (per issue)	Article Banner Ad	\$1,280 (per issue)		
TOC Ad	\$1,850 (per issue)	Issues Library	\$1,100 (3 months)		
LeaderboardAd	\$1,850 (per issue)				

MECHANICAL SPECIFICATIONS:

BLEED—Allow 0.3 cm bleed beyond trim.

SPREADS—Keep live matter 0.635 cm from gutter.

PREFERRED MATERIAL— Electronic art to specifications.

COLOR PROOF—Required with all four-color ads.

PRINTING—Web offset on coated stock.

BINDING—Perfect.

PREMIUM POSITIONS:

(Premium applied to earned frequency)

Covers: Plus 30%
Page 1: Plus 20%
Guaranteed Position: Plus 10%

DIGITAL ADVERTISING MATERIAL REQUIREMENTS:

Acceptable Media—Ads may be submitted on CD formatted for Macintosh.

FTP Transfers—Call for instructions.

Terms and Conditions—Refer to www.nfpajla.org.

ACCEPTABLE FILE FORMATS:

PDF files/X1-A preferred.

Ads created in Adobe Illustrator and Freehand can be provided as EPS files with all fonts created as outlines. Be sure to include fonts or save fonts as outlines.

Ads created in Adobe Photoshop can be provided as EPS or TIFF files with resolution of 300 dpi.

SPECIFICATIONS:

- All color images must be separated as CMYK.
- All fonts must be included as both screen and printer fonts. Truetype fonts are not acceptable.
- Laser proofs for black and white ads and color proofs for color ads must accompany all digital materials.

ADVERTISING MATERIALS:

Gabriela Portillo Mazal
NFPA Journal Latinoamericano
1 Batterymarch Park
Quincy, MA 02169
P 617-984-7272
F 617-984-7777
E [gmazal@nfpajla.org](mailto:gamazal@nfpajla.org)

PUBLICATION TRIM SIZE: 20 x 27.5 cm

FULL PAGE
20 x 27.5 cm

2 SPREAD
PAGE
40 x 27.5 cm

1/2 PAGE
ISLAND
11.5 x 18 cm

1/2 PAGE
HORIZONTAL
17.5 x 11 cm

1/2 PAGE
VERTICAL
8.75 x
23.7 cm

1/4 PAGE
8.5 x 11 cm

1/3 PAGE
SQUARE
11 x 12 cm

1/3 PAGE
VERTICAL
5.8 x 23.7 cm

1/6 PAGE
6 x 12 cm

Unique Marketing Opportunities

Add extra impact to your marketing communications program

These unique — and cost-effective — marketing opportunities are designed to enhance your results through the strong affiliation and trust readers have for *NFPA Journal Latinoamericano* and the National Fire Protection Association.

DIGITAL VEHICLES

NFPA Journal Latinoamericano's digital edition advertising put your product or service before an active and interactive audience. This interactive advertising section is an excellent way to promote your company's literature, catalog or website - you can even make it a video. Our left of cover sponsorship spot has an excellent click through rate, and our readers spend more time and view more pages than the industry average for digital publications.

NFPA JLA's digital edition and app

Each issue of the magazine is digitized and emailed to more than 50,000 readers, offering you additional advertising opportunities that will appear on iPads, iPhones, and Android phones with click through direct to your web pages.



NFPA CONFERENCES IN LATIN AMERICA

Put the spotlight on your company at the 2019 NFPA JLA Conferences in Latin America, which include **San José, Costa Rica in September**. Become an event sponsor and reap the benefits of extending your message to key decision makers and qualified buyers via our niche conferences. Increase name recognition in the industry and show interest in the path that the industry will be taking in the future. You can also reach the professionals who attend every time they turn to the Conference Program by placing an ad in the program.

Contact us for specially priced bundle packages that include print and conference sponsorships.

INSERTS

Rates for furnished inserts, outserts, polybagging, gatefolds, belly bands, and business reply cards are available upon request. Two samples of inserts or outserts must accompany your request. Similar to advertising, inserts are subject to review by the *NFPA Journal Latinoamericano* Advertising Review Board. Contact us for rates and specifications.

REPRINTS

Reprints of advertising, articles, or product releases in *NFPA Journal Latinoamericano* are outstanding brand and credibility-building additions to your marketing communications program. For information, contact Gabriela Portillo Mazal at 617-984-7272 or gmazal@nfpa.org.



National Fire
Protection Association®

www.nfpajla.org

2019 JLA Online

Online opportunities to connect with JLA Readers

Exclusive features, articles, archives and the digital edition from NFPA's bilingual publication continuously draw qualified industry professionals to *NFPA Journal Latinoamericano* Online. This content-rich site offers great visibility for your products and services.

Option A is available on the home page only.

HOME PREMIUM BANNER AD A

Your message gets optimum visibility with this fixed exclusive buyout.

(331x340) home page only. File size limit: 25K

3 months	6 months	12 months
\$1,250	\$2,200	\$3,950

COLUMNS RECTANGLE AD B

Your company ad prominently featured in Column "home pages".

(1041x90) portal page only. File size limit: 25K

3 months	6 months	12 months
\$1,080	\$1,945	\$3,500

RIGHT NAVIGATION AD C

This ad delivers excellent visibility below the "Related Articles" sidebar. Ads in this section rotate.

(324x286) Run-of-site. File size limit: 25K

3 months	6 months	12 months
\$900	\$1,600	\$2,800



2019 JLA e-newsletter

Reach additional influential readers — online — between issues

Each online issue of **JLA e-news** contains the latest articles, features, and special online exclusives from *NFPA Journal Latinoamericano*, as well as quick access to the information and resources on NFPA's codes and standards-making process, research, training, safety information, and more.

JLA e-news is emailed on the second Tuesday of each month to over **50,000 readers**.

AVAILABLE AD POSITIONS AND SPECIFICATIONS

- Maximum file size — 40k and may loop up to 3x's
- Acceptable File Formats — gif or jpeg
- Animation — acceptable; no flash (Note: Animated ads will only rotate in "view in browser.")

Choose from the following positions:

	Size	Price	Duration
Banner 1	600 x 90	\$2,100 net	3 months
Banner 2	600 x 90	\$1,800 net	3 months
Banner 3	120 x 240	\$1,500 net	3 months
Banner 4	600 x 90	\$1,200 net	3 months

JLA e-news PUBLISHING SCHEDULE

Month	Distribution Date	Materials Due
January	January 30	January 21
February	February 27	February 16
March	March 26	March 16
April	April 16	April 13
May	May 23	May 18
June	June 20	June 15
July	July 18	July 13
August	August 22	August 17
September	September 19	September 14
October	October 24	October 19
November	November 19	November 14
December	December 19	December 14

(Dates are subject to change)

The screenshot displays the NFPA Journal Latinoamericano e-newsletter interface. At the top, it features the journal's logo and navigation options for English and Portuguese. Below the header, there are two main advertisement banners: **BANNER 1 (600 x 90)** and **BANNER 2 (600 x 90)**. The main content area includes articles such as "El problema de los escapes de incendio" and "Amenaza Interna". On the right side, there are three vertical advertisement banners: **BANNER 3 (120 x 240)**, **BANNER 3 (120 x 240)**, and **BANNER 3 (120 x 240)**. At the bottom, there is **BANNER 4 (600 x 90)**. The interface also includes a "Desarrollo Profesional" section with details about the NFPA Mexico Fire Expo and the NFPA Conference & Expo in Chicago, as well as a "Código y Normas" section listing new translations of NFPA standards.