



Since 1917

N.E.A.C.E.

CELEBRATING 100 YEARS!



NEW ENGLAND ASSOCIATION OF CIRCULATION EXECUTIVES

Serving the New England circulation profession for over 100 years

# 2017 BUYER'S GUIDE

*Be a part of something special!*

In 2016, the Buyer's Guide topped 126 high quality pages, and was mailed to over 350 individuals.

Don't miss out on this great sales opportunity!



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### BENEFITS OF ADVERTISING

- 1. Increase Sales** Showcase your ad to over 65 newspapers in New England. The Buyer's Guide is used by members throughout the year for purchasing decisions.
- 2. Extended Reach** The Buyer's Guide is mailed to 350 NEACE organizations, and with pass-along usage, the reach is tremendous.
- 3. Great Value** Full page ads start at \$250 – advertisers quickly see the return on their investment with a NEACE Buyer's Guide ad.
- 4. Conference Display Space** Available to advertisers registered for the May Sales Conference.
- 5. Recognition, Promotion & Merchandising** Throughout the conference, advertisers and sponsors are recognized and promoted to the membership.
- 6. Online Accessibility** The Buyer's Guide is available and promoted online at neace.com.

Newspapers and advertisers around the country will receive a copy of the Buyer's Guide with our compliments!

Space availability is on a first-come, first-serve basis.  
**Deadline for camera ready art & payment is March 20, 2017**

#### RATE INFORMATION Full page 5" x 7.5"

\$250 Associate member  
Vendor full page, Black & White  
Camera Ready  
\$375 One Color  
\$450 Full Color

#### PREMIUM POSITIONING & SPECIAL ORDERS

\$775 Inside Front Cover Full Color Ad  
\$775 Inside Back Cover Full Color Ad  
\$875 Back Cover Full Color Ad  
\$100 Priority Placement Request, plus Cost of Ad

**Questions?** Please contact Michael Sheehan c/o Lowell Sun, 491 Dutton St., Lowell MA 01853  
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