

File Specifications for Digital Ads

File format: JPEG, PNG or PDF with all fonts embedded. Flash programs are not accepted due to format viewing restrictions. All digital files should be set at 72 dpi.

All brand messaging and logos should be included in the ad. The ad should display properly regardless of the background color on the web page or in emails. DO NOT submit an ad with a transparent background.

Submission: Send your ad and a click-through URL to Annacaroline Caruso at annacarolinec@nacm.org.

DIGITAL AD DIMENSIONS

Business Credit Magazine	2400 h x 640 v
eNews Weekly Update	2400 h x 640 v
Credit Essentials	2400 h x 640 v
NACM homepage slider	3604 h x 930 v
ePostcard	1100 h x 700 v
Attendee Reminder Email and Attendee Thank You Email	1100 h x 700 v
Sponsorship Packages	5" wide, EPS (vector) or JPEG or PNG in 300 dpi
Online Expo Floor Ad	940px x 1400px, RGB color, JPEG or PNG

Business Credit is a powerful resource from NACM available at bcm.nacm.org and on the NACM Business Credit app.

eNews is NACM's premier electronic newsletter. It is delivered to 15,000 members and subscribers every Thursday. It is also posted on the NACM website for one week. There is a limit of two featured ads in each issue (listed on a first come, first served basis).

Credit Essentials, an overview of all major events, offerings, education, and highlights provided by NACM, is delivered to 15,000 inboxes at the start of each month.

For all inquiries, contact Annacaroline Caruso at annacarolinec@nacm.org or call 410-740-5560. If you have any questions regarding these specifications, please contact Robin An at robina@nacm.org, Tina Widzbor at tinaw@nacm.org, or call 410-740-5560.

NACM must approve any content (written or artistic) that will be published, printed, displayed or distributed as part of our Advertising/Media and Sponsorship Packages. NACM may reject, cancel or request alternation to any material submitted as a part of this process at its sole discretion.

Collection agencies are ineligible to participate in any promotional, advertising or sponsorship opportunities.

Business Credit Print Production Specifications

Printing process: Web full-run

Trim size: 8.125" × 10.875"

Number of columns: 3

Number of pages: 32 plus cover

Binding method: Saddle stitched

File Preparation

Preferred file format: PDF with high-resolution CMYK or grayscale images and all fonts embedded. No PDFs created from Microsoft applications.

Image resolution: 300 dpi

Color: Images and text must be in CMYK or grayscale. All specified colors should not exceed a total value of 300% (the total percent of C+M+Y+K when added). Convert any spot colors to process.

Page Layout: Crop marks must be in place, colored as "registration" and should be incorporated with an offset of 12 pts. Line weight should not measure less than 0.5 pt. When bleed is required for a full-page ad, provide 0.125" beyond the trim area.

Submission: Upload art to an FTP site, or email it to Annacaroline Caruso at annacarolinec@nacm.org (if less than 10MB).

If you have any questions regarding these specifications, please contact Robin An at robina@nacm.org, Tina Widzbor at tinaw@nacm.org, or call 410-740-5560.

NON-BLEED STANDARD AD DIMENSIONS

Full page 7.125" × 9.875"

1/2 vertical 3.75" × 9.875"

1/2 horizontal 7.125" × 5"

1/3 vertical 3.75" × 6.5"

1/3 horizontal 7.125" × 3.25"

1/4 vertical 3.75" × 5"

BLEED DIMENSIONS

Full page 8.125" × 10.875"
(trim size)

Spread 16.25" × 10.875"
(trim size)

2025 Business Credit Editorial Calendar

ISSUES	MATERIALS DUE	EXPECTED DELIVERY
January	November 8, 2024	January 2, 2025
February	December 5, 2024	February 1, 2025
March	January 13, 2025	March 1, 2025
April	February 10, 2025	April 1, 2025
May	March 11, 2025	May 1, 2025
June	April 10, 2025	June 1, 2025
July/August	June 10, 2025	August 1, 2025
September/October	July 16, 2025	September 1, 2025
November/December	September 15, 2025	November 1, 2025

A presence in *Business Credit* magazine helps enhance brand recognition, establish credibility, and position your company as a trusted partner in the credit management space.