

Terms and Requirements

Production Services

NAILBA provides professional ad assembly and layout to non-agency clients at an additional cost to the client.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 DPI. Line art must be supplied at 600 DPI. High-res PDF, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black and white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Material Submission

All files under 4MB may be emailed to sohanley@nailba.org
For files over 4MB, please upload to the Blue House FTP site:

FTP Instructions

Please place multiple files into a folder and zip/stuff before uploading to the site:

To up/download files from a PC

1. Go to www.bluehouse.us
2. Click on "FTP" in the menu across the bottom
3. The page should then load and prompt you for a user id and password.
user id: bluehouse password: guest1
4. Drag and drop file over browser window (To view FTP site in Windows Explorer, click Page, and then click Open FTP Site in Windows Explorer.)

To up/download files from a Mac

1. Open fetch or ftp software. To download fetch visit <http://fetchsoftworks.com/>
2. Enter the following information
Host: ftp.bluehouse.us User ID: bluehouse Password: guest1
3. Click "Put files" to upload files and follow prompts

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

Advertising Issues & Themes

January/February 2012

Sales Close: November 1, 2011
Ad Copy Due: November 22, 2011
Ships: January 2, 2011
Theme: The Year in Review/Retrospective

March/April 2012

Sales Close: January 4, 2012
Ad Copy Due: January 19, 2012
Ships: February 23, 2012
Theme: Small Business Management

May/June 2012

Sales Close: March 9, 2012
Ad Copy Due: March 23, 2012
Ships: April 27, 2012
Theme: Continuing Education

July/August 2012

Sales Close: May 9, 2012
Ad Copy Due: May 23, 2012
Ships: June 28, 2012
Theme: Technology

September/October 2012

Sales Close: July 11, 2012
Ad Copy Due: July 25, 2012
Ships: August 29, 2012
Theme: The Future of Brokerage

November/December 2012

Sales Close: September 6, 2012
Ad Copy Due: September 20, 2012
Ships: October 26, 2012

Theme: Sales and Marketing

