

# 2022 ID NETWORK

## SPECIFICATIONS & DEADLINES — PRINT

NAILBA

**perspectives**  
Independent brokerage industry insights

### 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 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.

### MAGAZINE TRIM SIZE: 9" X 10.875"



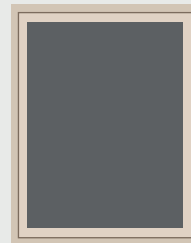
**Two Page Spread Bleed**  
18" x 10.875" add .125" bleed

**Two Page Spread Non-Bleed**  
17" x 9.875"



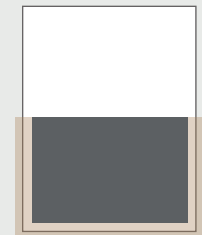
**1/2 Spread Bleed**  
18" x 5.25" add .125" bleed

**1/2 Spread Non-Bleed**  
17" x 4.75"



**Full Page**  
9" x 10.875" add .125" bleed

**Full Page Non-Bleed**  
8" x 9.875"



**1/2 Horizontal Bleed**  
9" x 5.25" add .125" bleed

**1/2 Horizontal Non-Bleed**  
8" x 4.75"

### 2022 EDITORIAL CALENDAR & DEADLINES

ISSUE NAME	ISSUE THEME	ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE
<b>Q1 2022 PERSPECTIVES</b>	Business Strategies for 2022 in life, health, LTC, DI, annuities, and senior markets	2/4/22	12/17/21	1/7/22
<b>Q2 2022 PERSPECTIVES</b>	Annual Mid-Year Review of life and annuity sales	5/27/22	3/21/22	3/28/22
<b>SUMMER ID TRENDS</b>	Trends in consumer sentiment and relevant topics supporting independent distribution of life, health, LTC and DI products	7/29/22	5/24/22	6/7/22
<b>Q3 2022 PERSPECTIVES</b>	Forward momentum through technology	9/19/22	7/15/22	7/22/22
<b>Q4 2022 PERSPECTIVES</b>	Sales & Marketing tips, best practices and resources for Life, Health, LTC, DI, Med. Supp. and Annuity Sales Success	11/14/22	9/1/22	9/15/22
<b>WINTER ID TRENDS</b>	Consumer purchasing trends in insurance moving into 2023	11/14/22	8/29/22	9/8/22

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## SPECIFICATIONS & DEADLINES – DIGITAL

### DIGITAL ADVERTISING FOR NAILBA.ORG:

- For artwork supplied for digital-only options (i.e. toolbar, skyscraper, digital belly band, etc), all artwork must be supplied in high-resolution PDF format.
- Material submission to psheehan@nailba.org.

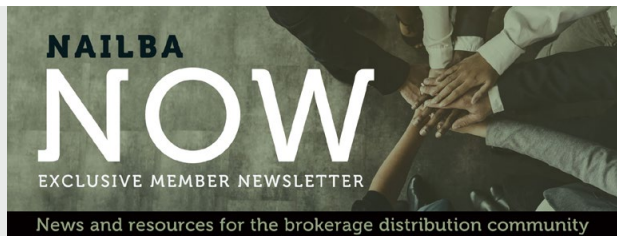
### SPECIFICATIONS FOR NAILBA.ORG:

- **Medium Rectangle** — 300w x 250h px, 72 DPI
- **Leaderboard** — 728w x 90h px, 72 DPI
- **Acceptable media types:** JPEG, animated JPEG, GIF, animated GIF, SWF
- **Artwork submission:** email all digital artwork to psheehan@nailba.org
- **Artwork deadline:** Five business days in advance

### BANNER ADVERTISING IN NAILBA NOW AND THE INDEPENDENT:

- **Jumbo Rectangle** – 600w x 250h px, 72 DPI
- **Acceptable media types:** JPEG, GIF or PDF high res and links
- **Artwork deadline:** Five business days in advance

### DEPLOYMENT DATES



### NAILBA NOW DEPLOYMENTS

#### ARE EVERY WEDNESDAY

January	5, 12, 19, 26	July	6, 13, 20, 27
February	2, 9, 16, 23	August	3, 10, 17, 24, 31
March	2, 9, 16, 23, 30	September	7, 14, 21, 28
April	6, 13, 20, 27	October	5, 12, 19, 26
May	4, 11, 18, 25	November	2, 9, 16, 23, 30
June	1, 8, 15, 22, 29	December	7, 14, 21, 28

January	13	July	14
February	17	August	18
March	17	September	15
April	14	October	13
May	18	November	10
June	15	December	15

If you would like to contribute non-commercialized content for the newsletters, please send to PSheehan@nailba.org by the last Wednesday of the month for consideration in the next month's edition. Articles for **The Independent** should be geared towards the independent agent audience, while articles for **NAILBA Now** should be geared towards NAILBA members — BGA executives.