



# North Carolina Society of Surveyors, Inc.

331 S. White Street  
Raleigh, North Carolina 276588  
Telephone: 919-556-9848 / Fax: 919-556-9888

## The Tarheel Surveyor – 2009 Advertising Information

---

Over the past several years The Tarheel Surveyor has been the voice of the [North Carolina Society of Surveyors](#) (NCSS), and is the only surveying publication geared specifically to North Carolina surveying professionals.

The Tarheel Surveyor is read by more than 3,000 professionals in the surveying industry each quarter. As a result, North Carolina surveyors are able to stay up-to-date with surveying trends and connect with one another and vendors.

Most recently, The Tarheel Surveyor has been contracted out to [McGuireWoods Consulting](#), and they have redesigned it into a more relevant, exciting and easy-to-read publication. The positive response we have received has been overwhelming, and improvements are continuously made in both the quality and content of the magazine in order to better reflect the spirit of NCSS and the renewed enthusiasm of its membership.

Please review the attached rate sheet, deadline information, and insertion order. While it is no longer necessary to send a hard copy of your ad in to NCSS, it is still very important that you send the attached insertion order to NCSS for billing purposes via email ([info@ncsurveyors.com](mailto:info@ncsurveyors.com)) or to the above address on their letterhead.

### Questions?

Please contact Mallory Hatcher of McGuireWoods Consulting (919-836-4025 or [mhatcher@mwcllc.com](mailto:mhatcher@mwcllc.com)). However, please address all billing concerns with NCSS (919-556-9848 or [info@ncsurveyors.com](mailto:info@ncsurveyors.com)).

# Deadlines & Policy Details

---

## ADVERTISING POLICY:

The Tarheel Surveyor is published four times per year in March, June, September and December.

Ads should be high-resolution, black and white files in a .pdf or .jpg file format. The ad can be enclosed in a boxed line with line included in the dimensions.

**All ads should be sent via email to Mallory Hatcher at [mhatcher@mwcllc.com](mailto:mhatcher@mwcllc.com).** Ad inquiries should be made to Mallory through email or phone (919.836.4025).

## DEADLINES:

### DECEMBER 2009 ISSUE

- Reserve ad by: **October 30, 2009**
  - Send ad details (company, contact information, size requested).
- Email ad no later than: **November 13, 2009**

## PRICING:

|               |   |
|---------------|---|
| Full page     | \$395.00 per issue<br>(7 ½" x 10")              |
| ½ page        | \$245.00 per issue<br>(7 ½" x 5" or 3 ¾" x 10") |
| ¼ page        | \$175.00 per issue<br>(3 ¾" x 5")               |
| Business Card | \$85.00 per issue                               |

---

## **WEB ADS**

The NCSS website is in the process of being completely redesigned. Current prices are as follows, but rates will increase on the first of the year.

**\$125.00 per month**  
**\$125.00 additional for design**

*Web ads will include at a minimum your company name, address, phone number, a link to your website and logo – banner will be approximately 600 x 75 pixels maximum – ad can be created as a .GIF file not to exceed 600 x 75 pixels.*

## **ONLINE EVENTS CALENDAR**

**\$500 Sponsorship (January 2010 – June 2010) – AVAILABLE**  
**\$500 Sponsorship (July 2010 – December 2010) – AVAILABLE**

*Online events calendar sponsorship will expire quickly; contact [Mallory Hatcher](mailto:mhatcher@mwcllc.com) for details.*



## INSERTION ORDER 2009

### The Tarheel Surveyor

North Carolina Society of Surveyors  
331 S. White Street  
PO Box 2101  
Wake Forest, NC 27588

ATTN: Sara A. Kusan, Executive Director  
Phone: 919-556-9848  
Fax: 919-556-9888

Client Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Issue Dates to Run: (Circle All That Apply)**

December 2009 Issue / 4<sup>th</sup> Quarter

March 2010 Issue / 1<sup>st</sup> Quarter

June 2010 Issue / 2<sup>nd</sup> Quarter

September 2010 Issue / 3<sup>rd</sup> Quarter

December 2010 Issue / 4<sup>th</sup> Quarter

**Additional Advertising Opportunities:**

**ONLINE Banner Ad**  
*(indicate month(s))* \_\_\_\_\_

**ONLINE Events Calendar Sponsor**  
January – June \_\_\_\_\_  
July – December \_\_\_\_\_

Ad # / Caption: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Position: \_\_\_\_\_

Ad Cost: \$ \_\_\_\_\_

PLEASE RETURN THIS INSERTION ORDER TO NCSS!

Received: \_\_\_\_\_ Date: \_\_\_\_\_