

# North Carolina Society of Surveyors, Inc.

331 S. White Street  
Raleigh, North Carolina 27658  
Telephone: 919-556-9848 / Fax: 919-556-9888

## **The Tarheel Surveyor – Advertising Information**

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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 2,000 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.

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 ([skusan@ncsurveyors.com](mailto:skusan@ncsurveyors.com)).

For billing concerns or other questions contact NCSS (919-556-9848 or [skusan@ncsurveyors.com](mailto:skusan@ncsurveyors.com)).

# Deadlines & Policy Details

## ADVERTISING POLICY:

The Tarheel Surveyor is published two times per year in April and November.

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 Sara Kusan at [skusan@ncsurveyors.com](mailto:skusan@ncsurveyors.com) .** Ad inquiries should be made to Sara through email or phone (919.556.9848).

## DEADLINES:

### APRIL 2012 ISSUE:

- Reserve ad by: **February 27, 2012**
  - Send company name, contact information and size of ad requested.

### NOVEMBER 2011 ISSUE:

- Reserve ad by: **September 24, 2012**
  - Send company name, contact information and size of ad requested.

## PRICING:

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

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## **WEB ADS**

The NCSS website has been completely revamped and website ads are more profitable than ever before. Reserve yours soon as space is limited.

\$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*

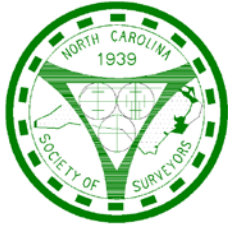
*600 x 75 pixels maximum – ad can be created as a .GIF file not to exceed 600 x 75 pixels.*

## **ONLINE EVENTS CALENDAR**

\$500 Sponsorship (July 2012 – June 2013) – AVAILABLE  
\$500 Sponsorship (July 2012 – June 2013) – AVAILABLE

Kusan

*Online events calendar sponsorship will expire quickly; contact [Sara](#) for details.*



## INSERTION ORDER

### 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) Additional Advertising Opportunities:**

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

November Issue **ONLINE Events Calendar Sponsor**  
July – June \_\_\_\_\_

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

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

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

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

PLEASE RETURN THIS INSERTION ORDER TO NCSS!

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