



# TRIBALNET ADVERTISER'S GUIDE

## Magazine

### Readership and Distribution

Our readership includes technology minded professionals working at and with tribal organizations, health centers, casinos and enterprises nationwide as well as the vendors who provide products and services to this unique market. The magazine is released twice a year-Spring & Fall. With print delivery to over 7,000 recipients, constant online access, AND bonus distributions at key industry events - your target market IS our reach Your advertisements will be accompanied by articles written by industry leaders and experts, interviews with IT leaders at tribes, casinos, health facilities and enterprises, updates from national, regional, and federal organizations that impact tribes and the decisions being made in technology. The Fall issue is the annual TribalNet show issue, don't miss out!

### Advertising Options

**Ad Space** Other than face to face engagement, this is the best branding opportunity for your company to promote your message, product and/or service.

**SIZES AVAILABLE: Two Page Spread, Full Page & Half Page.**

**Meet Your Vendors Advertorial** Give readers an in-depth look at your company. Let viewers see the faces of your team and the value you bring specifically to this unique and targeted market.

**Product Spotlight Advertorial** Showcase a specific product that is meaningful for this targeted market. In this full-page advertorial, readers see product descriptions, benefits of use, sales contacts and references if applicable.

**Making Connections Feature** If your company has built a relationship or has positively influenced a tribal organization due to a TribalNet experience, that success is valueable, this is the chance to share your story!

## TribalNet Conference Program

When onsite at the annual conference, attendees use the program daily to know the schedule, read about speakers, know what networking events are happening when & where, and so much more! A great way to send a message to an actively engaged part of the market who is ready to connect! **Available Options: Full page, half page, inside front cover and inside back cover.**

## TribalHub Banner Ads

These clickable banner ads are placed above the fold on all 4 divisions of TribalHub and can send visitors to any landing page you request. Change the ad & landing page up to a dozen times in a year. **Available options: Full year & six months.**

## Exclusive TribalNet Skyscraper Banner Ad

This banner ad cannot be missed. It lives on the 2 most visited pages year round: TribalNet's Conference page and TribalNet's Registration page.

**The space is available to purchase per month and is EXCLUSIVE to your AD.**

## TribalHub Membership

**The TribalHub membership has all of the same great benefits as the previous TribalNet Membership but is now under TribalHub!**

**Access to TribalNet Directories** (Tribe, Casino, Health & Vendor)

**Discounts on Advertising** with TribalHub & divisions

**Social Media Posts Sharing Your News** (1 available per quarter)

Inclusion in the **TribalHub Quarterly Member Email**

**TribalHub Branded Proud Vendor Member Logo**

**Highlighted Profile Search** in TribalNet's Directory

*\*Exposure in the TribalNet Magazine*

## Discounted Packages

**Conference Connection Package** Includes a Meet Your Vendors feature in the Fall 2018 magazine, a full page ad in the 2018 conference program, a Making Connections Feature in the Spring 2019 Magazine, six-month web banner ad on the TribalNet website, and the pre- and post-conference attendee list.

**Fully Invested Package** Includes a full page ad in the Spring Magazine, a full page ad in the Fall Magazine, and a full page ad in the Conference Program.

**All-In Package** Includes a Product Spotlight in the Spring Magazine, a Meet Your Vendors feature in the Fall Magazine, and a full page ad in the Conference Program.

**Preferred Advertisers Package** Includes a six-month web banner ad on the TribalNet website, a half-page ad in the 2018 Conference Program, and a half-page ad in both the Fall 2018 Magazine and Spring 2019 Magazine issues.

**Custom Advertising Package** Custom packages are available, please contact our conference coordinator for more detail.

# Rates, Specs and Insertion Order

## Magazine & Program Deadlines

### Fall 2018 Issue

All Commitments due: August 13  
 Product Spotlight & Meet Your Vendor due: August 20  
 Ads due: September 1  
 Release Date: September 15  
 In Hands: 1st week of October

### Spring 2019 Issue

All Commitments due: April 13  
 Product Spotlight & Meet Your Vendor due: April 13  
 Ads due: May 1  
 Release Date: May 15  
 In Hands: 1st week of June

### Conference Program

Ads due: October 1  
 Release at Conference

## Specs- Submit ad files in print ready form –pdf, eps, or tiff are acceptable formats.

**For magazine and conference program:** Live matter - allow 1/2" margins for top, bottom & outside. Bleeds must extend 1/8" minimum beyond trim line – all four sides. Be sure to use high resolution images in creating your ads, all supporting font and graphics should be embedded in 300 dpi minimum high resolution ad. Color resolution cannot be guaranteed – please use four color mix and rich black (C:60 M:60 Y:60 K:100) in areas where you will be using black as background.

### Magazine and Conference Program Ads

2 page spread: 17" x 11" with an 1/8" bleed on all sides and 1/2" margins (CMYK)  
 Full Page: 8.5"x11" with an 1/8" bleed on all sides and 1/2" margins (CMYK)  
 Half page horizontal: 8.5" long x 5.5" tall (with 1/8" bleed on all sides) (CMYK)

**TribalHub Banner Ads:** 728px x 90px **Exclusive TribalNet Skyscraper Banner Ad:** 160px x 600px

### Advertorial:

No design work on your end will be necessary for the Product Spotlights, Meet Your Vendors and Making Connections features. You will be asked for information, images and approvals but no finished artwork will be required from you.

Discounted Packages	Choose Your Option Below	
Conference Connection Package - \$3,500		
Fully Invested Package - \$3,300		
All-In Package - \$3,000		
Preferred Advertisers Package - \$2,500		
Magazine	Fall - 2018	Spring - 2019
2 Page Spread - \$2600		
Full Page - \$1500		
1/2 Page - \$895		
Meet Your Vendors - \$1695		
Product Spotlight - \$995		
Making Connections Feature - \$595		
TribalHub Banner Ads	Choose Your Option Below	
Full Year - \$1,295		
6 Months - \$795		
Exclusive TribalNet Skyscraper Banner Ad	Choose # of Months Below	
\$995/month    2018: May <b>SOLD</b> July Aug <b>SOLD</b> Oct Nov Dec    2019: Jan Feb Mar Apr May		
Conference Program	Choose Your Option Below	
Full Page - \$895		
1/2 Page - \$495		
Inside Front Cover - \$1,295		
Inside Back Cover - \$1,295		
TribalHub Membership	Choose Your Option Below	
Annual Membership - \$1295		

Upon completion of insertion order, you will receive an invoice to pay by check or credit card. All payments are due upon receiving insertion order, in order to guarantee commitment of space. A 1.5% finance charge will be applied for every 30 days past due. A 3% fee will be added to amount due for any payments made with a credit card over \$4,500. We will not honor any requests to split payments solely for the purpose of avoiding this fee. ACH and check payment options are also available.

Company Name:

Total Due:

Date:

Printed Name:

Signature:

PHONE: 269-459-9890

EMAIL: [contactus@TribalNetOnline.com](mailto:contactus@TribalNetOnline.com)

WEBSITE: [TribalNetOnline.com](http://TribalNetOnline.com)

STAY CONNECTED

