NATP™

2024 TAXPRO Advertising Rates

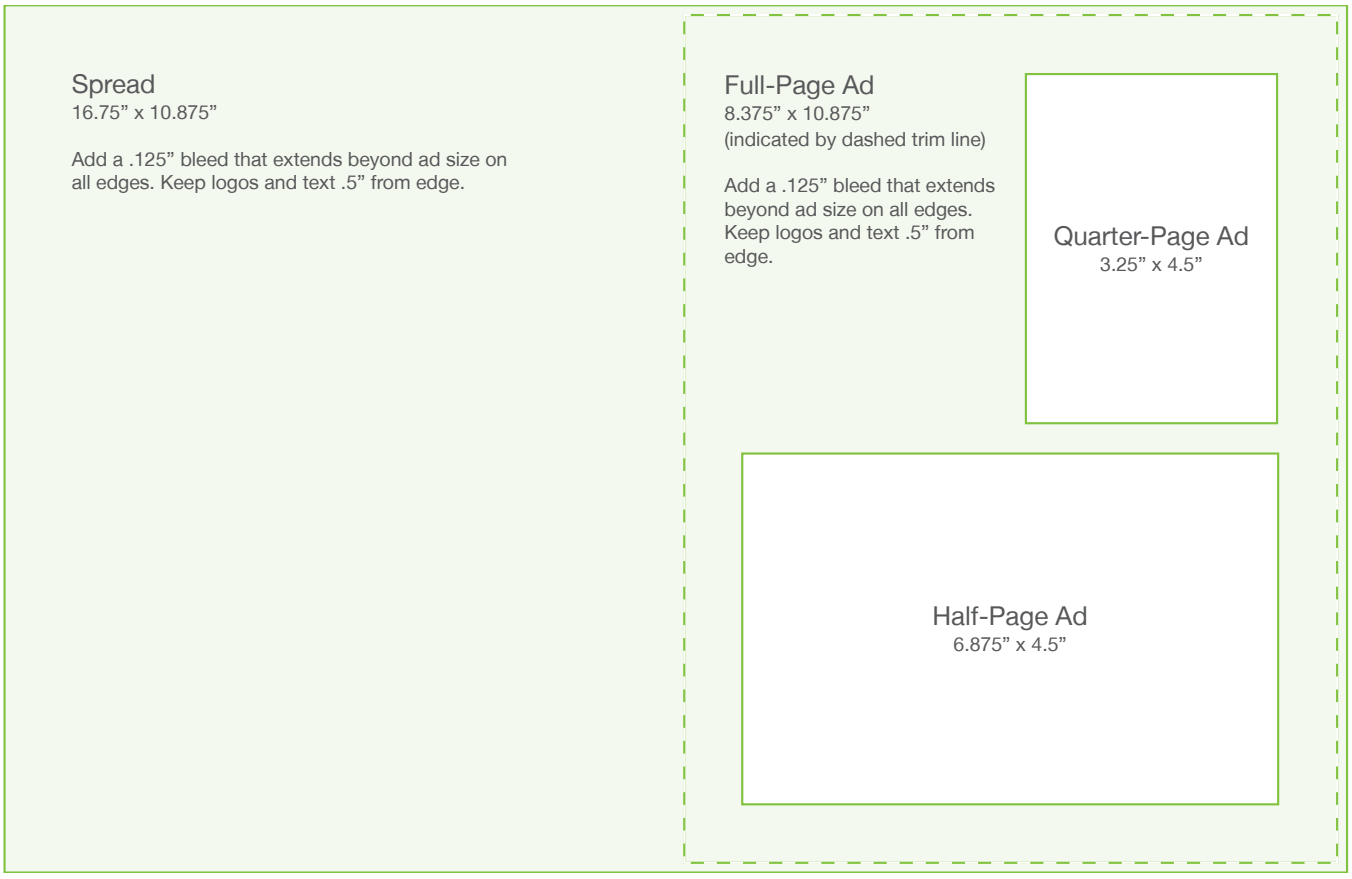
Size	Price for single issue	Bundle (4 issues) 25% discount	Yearly bundle (12 issues) 35% discount
Spread	$3,000	$9,000	$23,400
Full page	$1,500	$4,500	$11,700
Full page – inside cover	$1,750	$5,250	$13,650
Half page	$1,000	$3,000	$7,800
Quarter page	$500	$1,500	$3,900

Time Frames / Deadlines

Issue	Insertion deadline	Material deadline	Mail date
January	Nov. 1	Nov. 15	Dec. 20
February	Dec. 1	Dec. 15	Jan. 22
March	Jan. 1	Jan. 15	Feb. 20
April	Feb. 1	Feb. 15	March 20
May	March 1	March 15	April 19
June	April 1	April 15	May 20
July	May 1	May 15	June 20
August	June 1	June 15	July 22
September	July 1	July 15	Aug. 20
October	Aug. 1	Aug. 15	Sept. 20
November	Sept. 1	Sept. 15	Oct. 22
December	Oct. 1	Oct. 15	Nov. 20

Mechanical Requirements

The TAXPRO is printed web offset on 60 lb. coated text and on 100 lb. coated cover. The binding is saddle stitched. Trim size is 8-3/8” x 10-7/8”. Press-optimized PDF files are required for all ads.

Space	Width x height
Spread	17” x 11.125” (includes bleed)* Trims to 16.75” x 10.875” Keep text, graphics and logos 1/2” from all edges
Full Page	8.625” x 11.125” (includes bleed)* Trims to 8.375” x 10.875” Keep text, graphics and logos 1/2” from all edges
Half page	6.875” x 4.5”
Quarter page	3.25” x 4.5”

* Bleeds need to be 0.125” beyond each trimmed edge.