

Why advertise in FlashFlood NEWS?

FlashFlood NEWS is a semi-annual online newsletter which offers information and education on topics that are of current interest in the field of floodplain management and the National Flood Insurance Program. Published by the North Carolina Association of Floodplain Managers, FlashFlood includes reports from North Carolina regional representatives, offers educational opportunities and membership information, and includes topical articles of current interest written by our board members, government officials, and consultants in the field of floodplain management. Articles include topics such as floodplain mapping, coastal issues, mitigation planning, and stormwater management.

Our targeted audience is the members of the North Carolina Association of Floodplain Managers (NCAFPM), but FlashFlood NEWS is posted on the NCAFPM website and can be viewed by any interested readers.

Publication Dates

NCAFPM publishes two issues per year. The issues are typically published a month before each of the NCAFPM conferences – the annual conference in the spring and the Fall Floodplain Institute in the fall. Dates that advertisement art is due is published on the FlashFlood page of the NCAFPM website, www.ncafpm.org/flashflood.html.

Advertising Sizes and Rates

Advertisements/Sponsorships

FlashFlood NEWS offers three basic ad sizes: full page, 1/2 page, and 4 column inch. All sizes include room for company info and logo. Please create your ads at the size shown in the table below.

Rates

Sponsors may choose to advertise in one issue or one year (2 issues). See table below for rates.

Ad Size	Dimensions (h x w)	Per Issue	Per Year
Full Page	10" x 7.5"	\$275	\$450
Half Page	5" x 7.5"	\$175	\$275
4 Column Inches	2" x 5.5"	\$150	\$200

Submission Information

File Formats

PDF is our preferred file format. We also accept EPS, TIFF, PNG, flattened PSD, and JPEG files. Each file should include only one ad.

General File Preparation

- Maximum file size is 500K.
- Use RGB colors.
- Embed fonts (PDF and EPS) or convert type to outlines.
- Send files at the correct dimensions (see the previous page for sizes).
- Name files clearly, indicating company name and issue date.

Ad Production

Kelly Keesling offers a design service and can produce ads for sponsors. Components to produce ad should be submitted at the same time as space commitment. Contact Kelly for a quote.

Preparation of PDF Files

To create your PDF, please use Acrobat Distiller or the Export/Save feature in your design program.

Transmission of Files

Send files via e-mail to kgkeesling@carolina.rr.com.

Thanks for Sponsoring FlashFlood!

Reservations

To reserve your space, contact Kelly Keesling at kgkeesling@carolina.rr.com. Indicate your requested size, so that we can reserve your space in our next issue.

Payments

Payment for your ad is due by the end of the month of publication. Checks should be made to NCAFPM and sent to:

NCAFPM
3301 Carnegie Ln
Matthews, NC 28105.