

# National Alliance of Preservation Commissions Media Kit



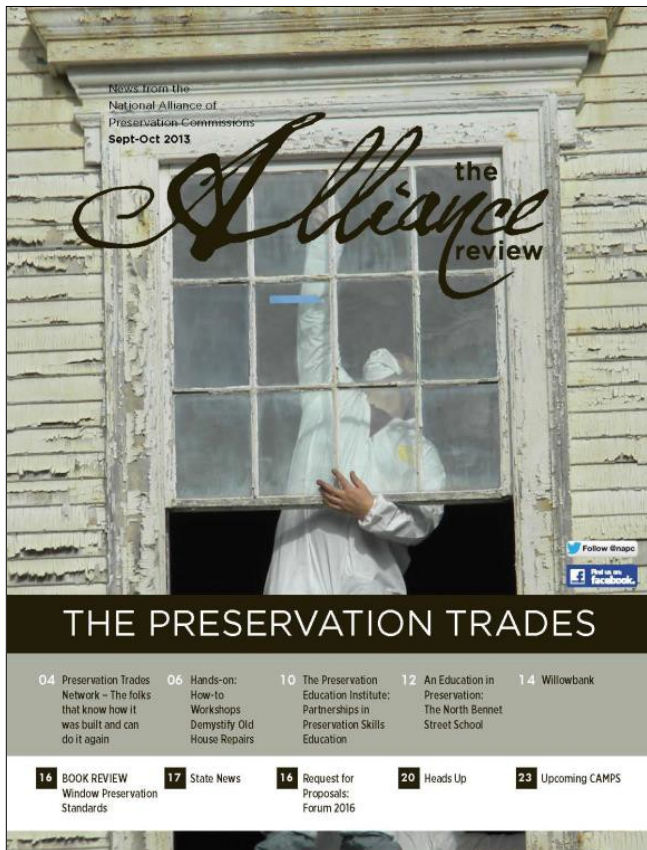
*Mission Statement: "To build strong local preservation programs through education, advocacy, and training."*

The National Alliance of Preservation Commissions was founded in 1983 to provide a forum for local historic preservation commission members and municipal staff to discuss mutual problems and to serve as a national voice representing the needs of commissions.

NAPC provides technical support and manages an information network to help local commissions accomplish their preservation objectives. Its established education and training programs, including a biennial FORUM conference and Commission Assistance and Mentoring Program (CAMP), have provided essential training to thousands of commission members and municipal staff. FORUM is held in various locations across the country, bringing together more than 600 commission members, municipal staff, preservation professionals, and preservation advocates for a week of education, networking, and fun. NAPC also serves as an advocate at federal, state and local levels of government to promote policies and programs that support preservation commission efforts, thanks in part to collaboration with partner organizations in Washington, D.C.



*CAMP Training in Florida*



## The Alliance Review

*The Alliance Review* is NAPC's quarterly journal that provides engaging articles on a variety of topics related to historic preservation commissions. Each edition of *The Alliance Review* is developed in response to issues raised by NAPC members and its national partners, as well as current hot topics that NAPC monitors on a member Listserv. Articles are written by NAPC members and other preservation professionals and experts in the field across the country.

## Why Advertise in the Alliance Review?

*Increased exposure to your brand and company.*

*The Alliance Review* reaches more than 2,000 recipients four times a year, and 85% of those recipients are involved with their local historic preservation commission and local government officials.

Copies of *The Alliance Review* are also distributed at all CAMPs, which are held multiple times a year in various locations throughout the country. It is also displayed at several national and state preservation conferences where NAPC has a presence, including the annual National Preservation Conference, Preservation Advocacy Week in Washington, D.C., and the National Main Street conference.

As part of your advertising agreement, your company profile will be automatically added to NAPC's Professional Network Directory on our website, a valuable source that connects local preservationists with consulting firms and preservation professionals that provide a variety of services and products and who support NAPC's mission.

# How will your Ad look in *The Alliance Review*?

Choose from four types of advertisements: Full page, half page, quarter page, or one-eighth size. See next page for size specifications and pricing.

**Missouri**  
**Study looks at Economic Effects of Historic Preservation**  
September 4, 2012  
[http://www.columbiatribune.com/news/2012/sep/04/study-looks-at-economic-effects-of-historic/?goback=62Egde\\_111926\\_member\\_160986749](http://www.columbiatribune.com/news/2012/sep/04/study-looks-at-economic-effects-of-historic/?goback=62Egde_111926_member_160986749)  
Preserving historic buildings over the past decade has, directly and indirectly, accounted for more than \$1 billion in economic activity in Columbia and helped to create thousands of jobs, a recent study shows. The Columbia Historic Preservation Commission sponsored the study with the Historic Preservation Fund Grant provided in April 2011 by the Missouri Department of Natural Resources Historic Preservation Office. According to the findings, private developers have invested more than \$88 million locally in projects that qualify for state-issued historic preservation tax credits. On Commission have pushed city leaders to strengthen the city's demolition and preservation ordinances to help protect historic structures.

**Arizona**  
**Commission Votes in Favor of Wright Designation**  
October 11, 2012  
<http://www.arcadiadaily.com/news/local-news/general-news/1061-commission-votes-in-favor-of-wright-designation>  
The Phoenix Planning Commission voted 7-1 to recommend approval on the historic preservation designation on the David

and Gladys Wright house in Arcadia. The meeting was the third in a process to grant the house historic landmark designation, which would put a three-year hold on demolition. The National Park Service said the circular house is one of 56 Frank Lloyd Wright buildings eligiblmbers were filled with people of all ages sharing anecdotes and sentiments about the 1950s-built house. There were 68 public comment cards turned in, 49 in favor who didn't wanted to speak, 16 in favor who wanted to speak and 3 opposed who wanted to speak.

**New Jersey**  
**Morristown Historic Preservation Panel Faults CVS Proposal**  
October 10, 2012  
<http://www.dailyrecord.com/article/20121010/NJNEWS/310100030/Morristown-Historic-Preservation-Commission-cites-concerns-CVS-proposal?odysey=nav%67Chead>  
Members of the Morristown Historic Preservation Commission have raised concerns about a propo a former chairwoman for 15 years, said the mayor-appointed body was not consulted when the application by the pharmacy corporation "very suddenly" gained traction. The proposal by CVS would redevelop 2.2 acres near the intersection of Speedwell Avenue andefore agreeing to knock down the existon Speedwell Avenue," Harris said. The former car dealership building exhibits "complicated brick work" and the long brick building next to it once served as a horse rental and livery stable, she said. Since Morristown has dedicated itself to the principle of sustainability, Harris says it should consider one of its basic fundamental practices: "If you have usable buildings, you don't knock them down and truck them off to the landfill."

**STATE NEWS**

**YOUR AD HERE**  
1/4 page Ad:  
3x4.5"

**YOUR AD HERE**  
1/2 page Ad:  
6.5x4.5"

**YOUR AD HERE**  
1/8 page Ad:  
3x2"

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## Advertising Rates

Ad Size	1 Issue	2 Issues (10% discount)	3 Issues (20% discount)
Full page: No bleeds, 6.5w x 9.5h With bleeds: Image can extend to 8 x 9.5 but keep text to 6.5 x 9.5	\$500	\$900	\$1,200
Half page (horizontal only) (6.5w x 4.5h)	\$300	\$540	\$720
Quarter page (3w x 4.5h)	\$200	\$360	\$480
1/8 page (3w x 2h)	\$100	\$180	\$240

### Specifications

All ads are to be provided as high resolution PDF files with fonts and art embedded or turned to outlines, or as high resolution (300 dpi or more) jpeg images. All ads must be submitted in gray scale, but an additional color version is encouraged for digital reproduction.

### Advertising Responsibility

The advertiser agrees to indemnify and hold harmless from and against any loss or expenses resulting from any disputes or legal claims based upon the contents or subject matter of such advertisement, including claims or suits for defamation, libel, violation of privacy, plagiarism, and copyright infringement.

Advertisements are published upon the representation that the advertiser is authorized to publish the submitted matter. Publishers of TAR reserve the right to print the word "advertisement" on any copy, which, in the publisher's opinion, resembles editorial copy. The publishers also reserve the right to reject any advertising submitted.

### Advertising Deadline

Ad space reservations and properly formatted materials are due to the publisher by the first working day of the month of publication. For example, the deadline for the Winter issue is the first working day on or after December 1.

### Cancellations

One time insertions must be cancelled prior to noon on the last working day of the publication month. For example, cancellation of an ad submitted for the Winter issue must be received by the last working day on or before December 31. Contracted cancellation must be submitted in writing and acknowledged as received by the publisher.

### Submittal Requirements

Ads may be submitted through e-mail to [director@napcommissions.org](mailto:director@napcommissions.org).