



Nuclear Information and Records Management Association

<https://www.nirma.org>



NIRMA
Advertising
Packages, Ala Carte Options,
Pricing and Specifications

NIRMA Premier Level Advertising Package

Our Premier Level Advertising Package is designed to help our top-level supporters meet their business goals. This package will only be offered to a limited amount of vendors.

- Full page advertisement in all three NIRMA magazines (ads will link to company website of choice)
- Articles in up to three NIRMA magazines (with links to company website, more information and/or videos)
- Banner advertisement prominently displayed on NIRMA website (with link to company website of choice)
- Banner advertisement prominently displayed on nine NIRMA membership monthly emails (with link to company website of choice)
- Company logo featured on NIRMA website site (with link to company website)
- Company logo on NIRMA Symposium Materials
- Marketing email - company article or advertorial – up to two per year sent to more than 600 current and former NIRMA members and email subscribers

NIRMA Select Level Advertising Package

Our Select Level Advertising Package is designed to help our supporters meet their business goals.

- Half page advertisement in two NIRMA magazine (ads will link to company website of choice)
- One article in a NIRMA magazine (with links to company website, more information and/or videos)
- Company logo featured on NIRMA website site (with link to company website)
- Company logo on NIRMA Symposium Materials
- Marketing email – one company article or advertorial sent to per more than 600 current and former NIRMA members and email subscribers

NIRMA Partner Level Advertising Package

Our Partner Level Package is an introductory level that incorporates popular advertising options at reduced price point

- Half page advertisement in one NIRMA magazine (ads will link to company website of choice)
- One article in a NIRMA magazine (with links to company website, more information and/or videos)
- Company logo featured on NIRMA website site (with link to company website)
- Company logo on NIRMA Symposium Materials

**Custom Packages also available.*

NIRMA

Advertising Pricing

Advertising Package Pricing

Premier Level - \$7,500
Select Level - \$5,000
Partner Level - \$2,500

Individual Advertising Pricing

- **Full Page Ad** in NIRMA Magazine - \$2,000
- **Half Page Ad** in NIRMA Magazine - \$1,000
- **Quarter Page Ad** in NIRMA Magazine - \$500
- **Feature Article** in NIRMA Magazine – \$1,500
 - **Banner Ad** on NIRMA Website - \$1,000
 - **Banner Ad** on NIRMA Monthly Email - \$1,000
 - **Company Logo** on NIRMA public Website - \$1,000
 - **Company Logo** on NIRMA Symposium Material - \$1,000
- **Marketing Email** (company article or advertorial) sent to more than 600 current and former NIRMA members and email subscribers - \$1,500

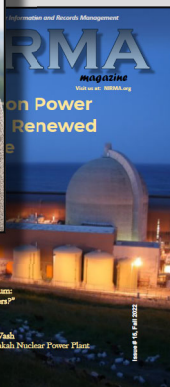
Inside NIRMA Magazine 2024 Publication dates:



Spring Issue:

Advertisement Submission Due Date: February 14, 2024

Publication Date: March 6, 2024



Summer Issue:

Advertisement Submission Due Date: May 29, 2024

Publication Date: June 19, 2024



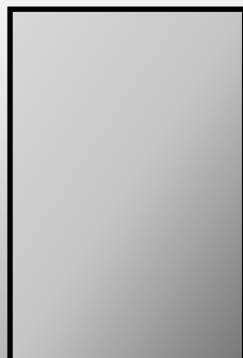
Fall Issue:

Advertisement Submission Due Date: September 11, 2024

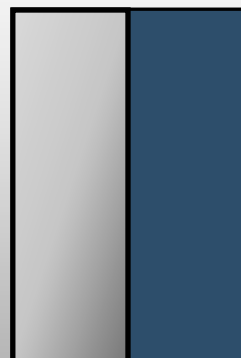
Publication Date: October 2, 2024

Inside NIRMA Magazine Advertisement Sizes:

Full Page
8.5"w x 11"h



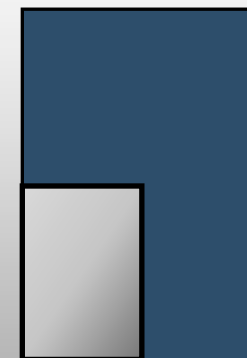
Half Page (V)
4.25"w x 11"h



Half Page (H)
8.5"w x 5.5"h

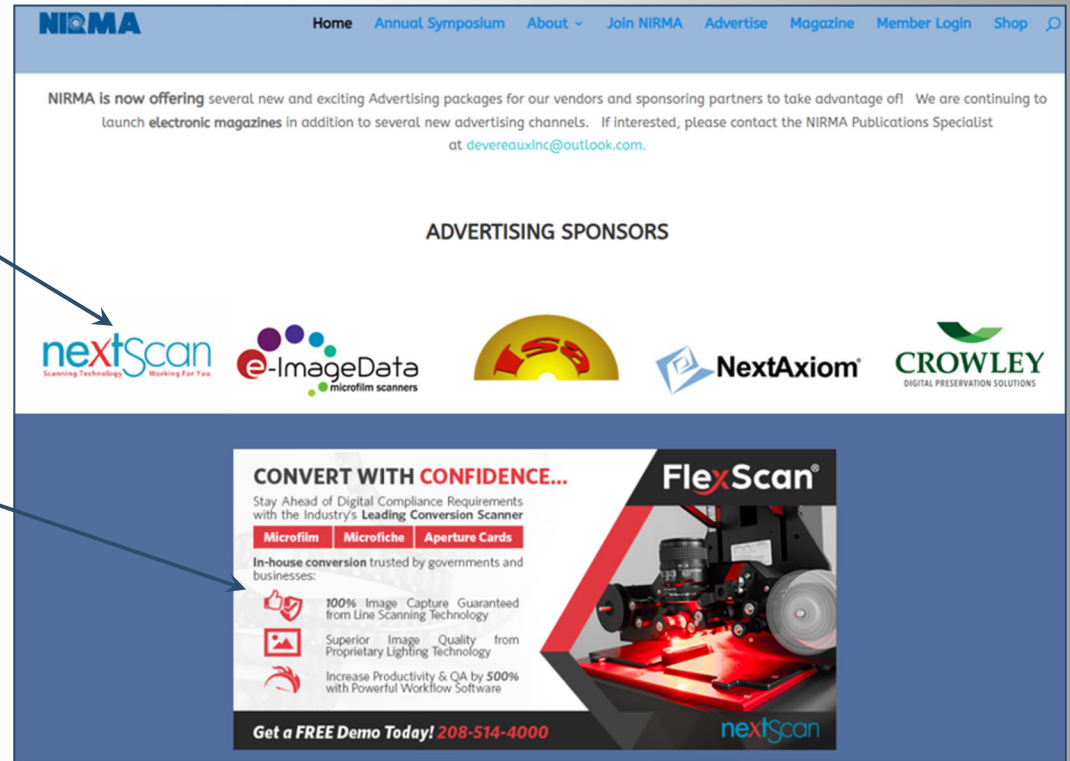


Quarter Page
4.25"w x 5.5"h

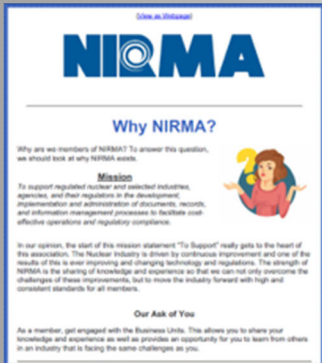


Preferred format:
.png or .jpg

NIRMA Website and Email Advertisement:



Website Logo Advertisement (linked to website of choice):
300 dpi



Website Banner Advertisement (linked to website of choice):
724 x 361 px



Monthly Email Communication Banner Advertisement (linked to website of choice):
595 x 305 px



Marketing Email Communication (Advertorial or Article):
Width: 600 px. Height not to exceed 1700 px. File size not to exceed 5MB

