THE HOMELESS ADVOCATE

Advocating for housing, humanity, and hope.





The National Coalition for the Homeless (NCH) is proud to present *The Homeless Advocate*, our first-ever quarterly magazine dedicated to amplifying the voices of those impacted by homelessness and the advocates working tirelessly for change. This groundbreaking publication serves as a platform for critical discussions, powerful storytelling, and innovative solutions aimed at addressing homelessness nationwide.

With a diverse readership that includes policymakers, service providers, activists, and those with lived experience, *The Homeless Advocate* is at the forefront of advocacy, education, and action. By advertising with us, you not only gain visibility among a highly engaged audience, but you also support a vital movement striving for housing justice and systemic change.

Join us in this mission. Be part of the conversation. Make an impact.

Disclaimer: This form and its contents are the property of the National Coalition for the Homeless (NCH). Any unauthorized use, reproduction, or distribution is strictly prohibited.

Advertisement Guidelines

Thank you for your interest in collaborating with us! We're looking for visually engaging ads that are clean and impactful. Aesthetic design is key, with a strong balance of visuals and minimal yet powerful text. Please ensure all text and headlines are included within the ad itself. Keep it concise and uncluttered to maximize your message effectively.

Design Format:

- Ad may have a maximum of 2-3 high-resolution (300 DPI) professional photos.
- Word limit: 50 words (exceptions considered on a case-by-case basis).
  - The text should consist solely of disclaimers that are not part of the main feature.
- Find more information on page 4.

Additional Features:

- QR codes are encouraged (linking to URLs, websites, or social media handles).
- Specify the requested advertisement size.
- Indicate the number of issues you'd like to be featured in.

Package Inclusions & Support:

If you do not have access to an advertisement professional, please contact us. Find more information on page 3.

The cost below is per issue; however, a 20% discount applies if you choose to be featured in all four issues.

Appropriate Full Page Ad Example:



- Many colors
- Visually appealing
- Appropriate amount of words
- Minimal clutter
- Logo is in the focal point
- Well structured layout

Improper Full Page Ad Example:



- Excessive amount of words
- Confusing message
- Could use a QR code
- Not visually appealing
- Lack of focus

ADVERTISE TODAY

SCAN ME



1 FULL PAGE ADS

$ 500

Available Slots: 30



HALF PAGE AD

$300

Available Slots: 25



QUARTER PAGE AD

$150

Available Slots: 32



EIGHTH PAGE AD

$ 75

Available Slots: 32

QUESTIONS REGARDING FORMAT REACH OUT TO KENIA MAZARIEGOS

KMAZARIEGOS@NATIONALHOMELESS.ORG

Purchase your advertisement directly on the official website.

https://bit.ly/4jzFTnX

QUESTIONS REGARDING PRICING REACH OUT TO MEGAN HUSTINGS

MHUSTINGS@NATIONALHOMELESS.ORG

Advertisement Submission Manual & Support

1. File Format

- Submit your completed advertisement in the highest quality PNG or JPEG format.
- Ensure the entire file is high resolution (300 DPI) for optimal print quality.

2. Submission Process

- Once your ad is finished, email kmazariegos@nationalhomeless.org with the subject line: **Advertisement Submission – [Your Company Name].**
  - Please include the following details in the email:
    - Advertiser's name and contact information
    - Specify the size of the ad space
    - How many issues you would like to be in
    - Any special requests or notes
- We will reply with a *WeTransfer* link for you to submit your finished ad.
  - Please be sure to submit your highest quality PNG or JPEG files.

3. Deadline & Approval

- The submission deadline for advertisements is **TBD**.
- Submissions will be reviewed for submission guidelines, and you will receive a confirmation email upon approval.
- If edits are required, you will be notified with feedback and must resubmit within a week.

Requesting Design Services:

If you need help designing your advertisement, we're happy to offer free design services. Our services are expected to take approximately one week to complete.To request design assistance, please provide the following:

- Text Content: The wording you want to be included in your ad.
- Branding Guidelines: Logos, colors, fonts, and style preferences.
- Images: 2-3 high-resolution images or graphics you'd like incorporated.
- Ad Size: Specify whether the ad should be full-page, half-page, quarter-page, or eighth-page.

Be sure to follow the Advertisement Guidelines Format and Additional Features Sections.

QUESTIONS REGARDING ADVERTISEMENTS
REACH OUT TO KENIA MAZARIEGOS
KMAZARIEGOS@NATIONALHOMELESS.ORG

Advertisement References

Print Ad Dimensions (inches):
Width × Height

- Full Non-Bleed 8.00″ w x 9.00″ h
- Half Page Horizontal 7.75″ w x 4.75″ h
- Half Page Vertical 3.75″ w x 9.75″ h
- Quarter Page 3.625″ w x 4.75″ h
- Eighth page 2.25" w x 3.5" h

Common Problems to Avoid:

- Incorrect dimensions
- Text outside the set dimensions
- Low-resolution images
- Images not converted to CMYK.

Colors:

- All colors should be created in the CMYK format.
  - It's best to design the ad in CMYK from the start. If you are designing an ad in RGB and you convert to CMYK, the colors may look duller.

Fonts:

- Optimum type legibility requires all text to be no smaller than 6 pt. Black text must be 100% black. We recommend Standard Black (40-30-30-100) or rich black value of (C40, M30, Y30, K100)

If this is the first time your company is supplying a computer file for output, we suggest you provide us with the first file or a test file 72 hours in advance of your ad's deadline.

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