

Render

2025
Media Kit

Render is the official publication of the North American Renderers Association, and the only magazine that covers the rendering industry on a global level. *Render* is sent to every member of NARA — that is 95% of renderers in North America — and VIPs from over 50 countries. They all count on *Render* for the best coverage of markets, regulatory and legislative issues, technology and research that impacts rendering. They also depend on the advertisements in *Render* to find products and services their businesses need. If you sell to renderers, this is where you reach the target audience — through a magazine they have trusted since 1972.

Rate Chart

*All rates per ad.

Ad Size	1-2 Issues	3-5 Issues	All 6 Issues	Ad Dimensions (Inches width x height)
Full Page	\$3,010	\$2,800	\$2,670	8.5 x 11 (1/8 inch bleeds)
2/3 Page	\$2,560	\$2,405	\$2,305	4.5 x 10
1/2 Page	\$2,405	\$2,275	\$2,185	7 x 4.875 4.5 x 7.375 (island)
1/3 Page	\$1,965	\$1,880	\$1,820	4.5 x 4.875 (horizontal) 2.125 x 10 (vertical)
1/4 Page	\$1,835	\$1,760	\$1,720	7 x 2.125 (horizontal) 4.5 x 3.75 (vertical)

Special Rates

Preferred position: Add 15% to rate (if position is available).

Black and white ads: Find the rate above and subtract \$1,230.

Classified rates: Start at \$35 for first 3 lines, additional lines up to 10 are \$10 each. Additional lines over 10 are \$9 each. Bold-faced lines are an extra \$10 each.

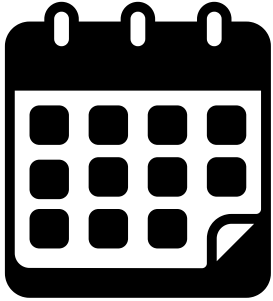
Inside front/ inside back covers: \$3,740 for 1-2 issues; \$3,525 3-5 issues; \$3,380 all 6.

Back cover: \$3,975 for 1-2 issues; \$3,735 3-5 issues; \$3,600 all 6 issues.

Ads are due the 10th of the month prior to publication (e.g. Jan. 10 for Feb. issue.)



Editorial Calendar



February	Biofuels
April	U.S. Market Report
June	NARA's Supplier Directory
August	International Focus
October	Water Issue and Convention Preview
December	NARA Convention Report

Mechanical Requirements

- Minimum 225 line screen halftones and screen tints.
- Time size is 8.5 x 11 inches; allow 1/8 inch for bleed; bleeds only on full page ads.
- Advertiser to furnish camera-ready art as a digital file (CMYK for color) in one of the following file formats: jpg, pdf, tif or eps.
- Ad design is also available at a very reasonable cost.

Circulation

About 3,000 people receive *Render* six times a year either in their mailbox or their inbox. Get your company in the door of renderers six times a year with \$0 travel costs using an ad campaign in *Render*. Let's talk strategy!

Extra Benefits

Additional distribution at Pacific Coast Renderers Association meeting, NARA's annual convention, International Production and Processing Exposition, Central Region NARA convention and other meetings. Each issue stays in the online archives with links to advertisers.

Get started by contacting
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