2022 PRINT AND DIGITAL MEDIA KIT
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## Journal of Tax Credits

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## Journal of Tax Credits

**Abridged Email Edition**

Banner Ad Dimensions and Rates, Specifications, Banner Ad Placement Layout

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For more information, contact Christianna Cohen at christianna.cohen@novoco.com or 925.949.4216

www.novoco.com/advertising
OVERVIEW

The Novogradac Journal of Tax Credits is your connection to the tax credit community. As a Novogradac Journal of Tax Credits advertiser, your message will reach a highly targeted and influential national audience. Whether your advertising objectives include developing leads, positioning your brand or promoting your services, the Novogradac Journal of Tax Credits is here to help you achieve your goals.

The Novogradac Journal of Tax Credits monthly provides 80 or more full-color pages of articles, editorial pieces, analysis and technical information written and curated to help the tax credit community make informed decisions related to:

- LOW-INCOME HOUSING TAX CREDITS
- STATE TAX CREDITS
- VALUATION
- NEW MARKETS TAX CREDITS
- PROPERTY COMPLIANCE
- OPPORTUNITY ZONES
- HISTORIC TAX CREDITS
- TAX-EXEMPT BONDS
- RENEWABLE ENERGY TAX CREDITS
- DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

For more information, contact Christianna Cohen at christianna.cohen@novoco.com or 925.949.4216
www.novoco.com/advertising
REGULAR FEATURES

**Washington Wire** – Analysis from Novogradac managing partner Michael J. Novogradac, CPA, on the latest legislative and regulatory news from Washington, D.C., that affect tax credit investments across the country.

**Facts, Figures and Tables** – Data including low-income housing tax credit pricing trends to monthly multifamily housing starts.

**News Briefs** – News highlights of low-income housing tax credits, the U.S. Department of Housing and Urban Development, state tax credits, compliance, new markets tax credits, historic tax credits and renewable energy tax credits.

**Compliance Column** – Novogradac multifamily compliance manager Stephanie Naquin writes a monthly column on low-income housing tax credit compliance monitoring issues.

**History Tax Credit Tool Box** – John Tess of Heritage Consulting Group provides practical insights to consider in historic rehabilitation.

**The Current** – In-depth discussion of renewable energy tax credit issues from Forrest Milder, a partner with law firm Nixon Peabody LLP who has more than 30 years’ experience in tax-advantaged investments including energy tax credits.

**Business Directory** – Listings of professionals who provide services to the tax credit industry.

**Upcoming Events** – Calendar of upcoming Novogradac conferences.
READERSHIP

Each month, 6,000 of the tax credit industry’s leaders turn to Novogradac Journal of Tax Credits for the very latest news, analysis and commentary on the affordable housing, community development, renewable energy, opportunity zones, and historic rehabilitation tax credit industries, and HUD programs. The following data was collected from the 2017 Novogradac Journal of Tax Credits reader survey.

Our readers...

Work in a variety of roles in the tax credit industry:

- Development: 31%
- Accounting: 16%
- Compliance: 13%
- Property/Asset Management: 23%
- Housing Agency: 17%

Participate in key tax credit programs:

- Low-Income Housing Tax Credits: 82%
- Historic Tax Credits: 41%
- NMTC: 27%
- RETC: 12%

Regularly read these topics in the Journal:

- Low-Income Housing Tax Credits: 85%
- Housing and Urban Development: 60%
- Expert Opinions: 54%
- Property Compliance: 43%
- State Tax Credits: 43%
- Briefs: 41%
- Historic Tax Credits: 40%
- Columns: 31%
- NMTC: 27%
- Features: 24%
- Valuation: 19%
- RETC: 16%

“I think you do a great job of covering the various programs.”

— Response to Novogradac’s 2017 reader survey

For more information, contact Christianna Cohen at christianna.cohen@novoco.com or 925.949.4216
www.novoco.com/advertising
## PLANNING CALENDAR

<table>
<thead>
<tr>
<th>ISSUE AND SCHEDULED THEME*</th>
<th>SPACE RESERVATIONS CLOSE</th>
<th>AD COPY AND CREATIVE DEADLINE</th>
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<tbody>
<tr>
<td>January</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Housing Authority</td>
<td>Nov. 18, 2021</td>
<td>Dec. 9, 2021</td>
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<td></td>
<td></td>
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<tr>
<td>February</td>
<td></td>
<td></td>
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<tr>
<td>LIHTC Property Compliance</td>
<td>Dec. 16, 2021</td>
<td>Jan. 6, 2022</td>
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<tr>
<td>March</td>
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<td>Valuation</td>
<td>Jan. 13, 2022</td>
<td>Feb. 3, 2022</td>
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<tr>
<td>April</td>
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<tr>
<td>Opportunity Zones</td>
<td>Feb. 10, 2022</td>
<td>March 3, 2022</td>
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<tr>
<td>May</td>
<td></td>
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<tr>
<td>Low-Income Housing Tax Credits</td>
<td>Mar. 17, 2022</td>
<td>April 7, 2022</td>
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<tr>
<td>June</td>
<td></td>
<td></td>
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<tr>
<td>Debt and Equity Market Updates</td>
<td>Apr. 14, 2022</td>
<td>May 5, 2022</td>
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<td></td>
<td></td>
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<tr>
<td>July</td>
<td></td>
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<tr>
<td>Dealmakers, Influencers and Rising Stars</td>
<td>May 19, 2022</td>
<td>June 2, 2022</td>
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<tr>
<td>August</td>
<td></td>
<td></td>
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<tr>
<td>Tax, Audit and Consulting Services for Tax Incentive Transactions</td>
<td>June 16, 2022</td>
<td>July 7, 2022</td>
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<td></td>
<td></td>
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<tr>
<td>September</td>
<td></td>
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<tr>
<td>Historic Tax Credit</td>
<td>July 14, 2022</td>
<td>Aug. 4, 2022</td>
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<td>October</td>
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<td>New Markets Tax Credit</td>
<td>Aug. 18, 2022</td>
<td>Sept. 8, 2022</td>
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<tr>
<td>November</td>
<td></td>
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<tr>
<td>Renewable Energy Tax Credits</td>
<td>Sept. 15, 2022</td>
<td>Oct. 6, 2022</td>
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<tr>
<td>December</td>
<td></td>
<td></td>
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<tr>
<td>Washington Legislative/Regulatory Updates</td>
<td>Oct. 13, 2022</td>
<td>Nov. 3, 2022</td>
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* Scheduled thematic issues of the Novogradac Journal of Tax Credits are subject to change without notice.
## ADVERTISING RATES*

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<th>FULL COLOR RATES</th>
<th>1X</th>
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<td>$4,557</td>
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<tr>
<td>Back cover</td>
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<td></td>
<td></td>
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<td>Inside back cover</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Full page</td>
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<tr>
<td>1/2 page (vertical)</td>
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<td></td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
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<tr>
<td>1/3 page (vertical)</td>
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<td></td>
</tr>
<tr>
<td>1/4 page</td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

* For advertising rates, contact Christianna Cohen via email at christianna.cohen@novoco.com or phone at 925.949.4216

## AD PLACEMENT LAYOUT

- **TWO-PAGE SPREAD**
- **FULL PAGE INSIDE FRONT COVER, INSIDE BACK COVER, BACK COVER**
- **1/3 PG., VERT.**
- **1/2 PAGE, HORIZONTAL**
- **1/4 PAGE, VERTICAL**
AD DIMENSIONS AND SPECIFICATIONS

Dimensions

<table>
<thead>
<tr>
<th>SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>SAFETY ZONE</th>
<th>BLEED</th>
<th>FINAL SIZE</th>
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</thead>
<tbody>
<tr>
<td>Center spread</td>
<td>17&quot;</td>
<td>11&quot;</td>
<td>0.25&quot; within trim</td>
<td>0.125&quot; all around</td>
<td>17.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Inside front cover or back cover</td>
<td>8.5&quot;</td>
<td>11&quot;</td>
<td>0.25&quot; within trim</td>
<td>0.125&quot; all around</td>
<td>8.75&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>1/2 page, vertical</td>
<td>3.25&quot;</td>
<td>9.5&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>3.25&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/2 page, horizontal</td>
<td>7&quot;</td>
<td>4.75&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>7&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>7&quot;</td>
<td>2.75&quot;</td>
<td>n/a</td>
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<td>7&quot; x 2.75&quot;</td>
</tr>
<tr>
<td>1/4 page, vertical</td>
<td>3.25&quot;</td>
<td>4.75&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>3.25&quot; x 4.75&quot;</td>
</tr>
</tbody>
</table>

Specifications

PLACEMENT

All paid ads are placed on the facing right-hand page as content permits. Novogradac will make reasonable efforts to satisfy placement preference but does not guarantee such preferences will be met. Premium placement requests available for a 10% fee.

FORMAT AND COLOR SPECIFICATIONS

JPG or TIFF formats: 300 dpi resolution, CMYK, layers are flattened. Adobe PDF format: CMYK, copy/text converted to outlines, embedded raster images, no crop or any other printer's marks.

FILE SUBMISSION

Please e-mail insertion orders and creative files to Christianna Cohen at christianna.cohen@novoco.com, or if creative files exceed your e-mail attachment size limits, please request a SharePoint link. Please contact us to confirm receipt of your materials.

IMAGE COURTESY OF STRATUS DEVELOPMENT
BUSINESS DIRECTORY LISTING

List your business information in the Journal of Tax Credits with your “Go-To” contact and company description. The Business Directory Listing features your company logo in full color.

Layout

Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS DIRECTORY RATE</td>
<td>For advertising rates, contact Christianna Cohen via email at <a href="mailto:christianna.cohen@novoco.com">christianna.cohen@novoco.com</a> or phone at 925.949.4216</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Specifications

LOGO FILE FORMAT Vector: no stroked lines; all fonts and lines converted to outlines; Adobe Illustrator, PDF or EPS files only.

COPY LENGTH 106-110 words + 1 contact or 86-90 words + 2 contacts

For more information, contact Christianna Cohen at christianna.cohen@novoco.com or 925.949.4216
www.novoco.com/advertising
WEBSITE
NOVOCO.COM
OVERVIEW

Website Statistics*

AVERAGE MONTHLY PAGE VIEWS FOR ENTIRE SITE
213,254

AVERAGE MONTHLY UNIQUE VISITORS FOR ENTIRE SITE
65,269

* September 2020 - August 2021

IMAGE: COURTESY OF GUETTLER PHOTOGRAPHY
AVAILABLE WEBPAGES FOR BANNER PLACEMENTS

Optimize your message to tax credit industry leaders by placing your ad directly on one of our specialty pages including, but not limited to:

**Affordable Housing Resource Center**
www.taxcredithousing.com

**New Markets Tax Credit Resource Center**
www.newmarketscredits.com

**Tax Reform Resource Center**
www.taxreformresourcecenter.com

**Historic Tax Credit Resource Center**
www.historictaxcredits.com

**Novogradac Rent & Income Limit Calculator©**
www.novoco.com/resource-centers/affordable-housing-tax-credits/rent-income-limit-calculator

**HUD Resource Center**
www.hudresourcecenter.com

**Renewable Energy Tax Credit Resource Center**
www.energytaxcredits.com

**CRA Resource Center**
www.novoco.com/cra

**Opportunity Zone Resource Center**
www.opportunityzoneresourcecenter.com
# BANNER AD DIMENSIONS AND RATES

## Resource Center Webpages

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BANNER DIMENSIONS</th>
<th>RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WIDTH</td>
<td>HEIGHT</td>
</tr>
<tr>
<td>A - Sidebar Square</td>
<td>724 pixels</td>
<td>724 pixels</td>
</tr>
<tr>
<td>B - Sidebar Rectangle</td>
<td>724 pixels</td>
<td>1000 pixels</td>
</tr>
<tr>
<td>C - Content Bottom Region</td>
<td>724 pixels</td>
<td>150 pixels</td>
</tr>
<tr>
<td>D - Footer Region</td>
<td>970 pixels</td>
<td>150 pixels</td>
</tr>
</tbody>
</table>

See page 14 for placement layout.

## Other Webpages

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BANNER DIMENSIONS</th>
<th>RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WIDTH</td>
<td>HEIGHT</td>
</tr>
<tr>
<td>A - Sidebar Square</td>
<td>724 pixels</td>
<td>724 pixels</td>
</tr>
<tr>
<td>C/D - Content Bottom Region/ Footer Region</td>
<td>724/970 pixels</td>
<td>150 pixels</td>
</tr>
</tbody>
</table>

Refer to the next page for banner placement layout.

## Specifications

**FILE FORMAT**  
JPEG, PNG or GIF are accepted. Flash (or SWF files) are no longer accepted due to deprecation by major browser software and incompatibility with mobile devices.

**CREATIVE MATERIAL DEADLINE**  
For long and short-term banner campaigns, please submit creative a minimum of seven days prior to the “go-live” date of your campaign.

**FILE SUBMISSION**  
Please send creative materials to Christianna Cohen at christianna.cohen@novoco.com.

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JOURNAL OF TAX CREDITS
ABRIDGED EMAIL EDITION
ABRIDGED EDITION STATISTICS

• 12,869 Average monthly subscribers
• 21.45% Average open rate
• 6.75% Average click-through rate

* The above numbers are from January – October 2020.

BANNER AD DIMENSIONS AND RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BANNER DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WIDTH</td>
<td>HEIGHT</td>
</tr>
<tr>
<td>A - MASTHEAD RECTANGLE</td>
<td>728 pixels</td>
<td>90 pixels</td>
</tr>
</tbody>
</table>

Specifications

FILE FORMAT
JPEG, non-animated GIF images are accepted. Max file size: 30KB

CREATIVE MATERIAL DEADLINE
For banner advertising appearing on the following web pages and e-mails, the creative deadline for the print version of the Novogradac Journal of Tax Credits applies:

• Monthly e-mail edition of the Novogradac Journal of Tax Credits
• Monthly update of the Novogradac Journal of Tax Credits web page

FILE SUBMISSION
Please send creative materials to Christianna Cohen at christianna.cohen@novoco.com.

Banner Ad Placement Layout