



2026 MEDIA KIT

TABLE OF CONTENTS

03

About the NCSG

About the organization, our members, and why you should get involved.

04

Print Advertising

Advertising in *Sweeping* magazine can help you target influential decision-makers.

05

Editorial Calendar

Plan ahead with due dates and editorial topics.

06

Special Opportunities

Expand your impact to reach your audience.

07

Digital Advertising

Stay top of mind with digital advertising.

08

Ad Sizes

Choose your ad size(s) and hit the ground running.

09

Print Ad Rates

Find out what ad sizes/locations work for your budget.

10

Advertising Contract

Complete the advertising contract to get started.

11

Terms and Conditions

Carefully review our Terms and Conditions before signing.

ABOUT THE NCSG

The [National Chimney Sweep Guild](#) (NCSG) is a 501(c)(6) non-profit trade association that promotes the success of chimney and venting businesses. Our members benefit from industry-leading education, events, and advocacy initiatives.

738

Member companies

4,087

Member employees

WHY ADVERTISE?

Advertising with the NCSG connects you to key decision-makers in the chimney and venting industry. Our members are dedicated professionals who value quality and innovation. By partnering with the NCSG, you enhance your brand visibility and position yourself as an industry leader. Leverage our trusted reputation to engage a community focused on success in the chimney and venting industry.

25% NEW ADVERTISER DISCOUNT

Receive 25% off your first ad when you advertise in *Sweeping* magazine for the first time! This offer is valid for one-time use only and can be applied any time within the 2026 calendar year. To sweeten the deal, you'll also receive one free banner ad in eNews to be applied in the same month.

Ready to advertise? Fill out the advertising contract on page 10 and return with artwork to Malisa Minetree at sweepingads@me.com.

PRINT ADVERTISING

Targeted Reach to Industry Leaders

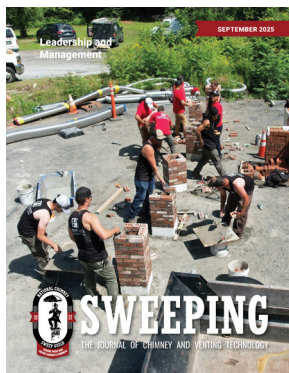
Sweeping: The Journal of Chimney and Venting Technology is the official monthly magazine of the NCSG, reaching the key decision-makers at 738 member companies. Our readers are influential leaders in the chimney industry, making *Sweeping* an ideal platform for targeted advertising.

Engaging Content from Trusted Sources

Each issue features an average of 40 pages of business, technical, and industry updates contributed by the NCSG's own staff, members, and board of directors, ensuring your ad is placed alongside valuable content that engages our audience. Our publication is viewed as a trusted resource within the community, which means your message will be more impactful and respected.

Comprehensive Distribution Strategy

Sweeping benefits from a robust distribution strategy. In addition to our print magazine to members, the digital version reaches a wider audience via email and social media platforms, extending your brand's visibility beyond traditional print boundaries.



738

Monthly print circulation

5,830

Monthly digital reach

2026 EDITORIAL CALENDAR

1ST QUARTER

JANUARY

Ad Close: **12/5/2025**

Mail Date: **1/5/2026**

Editorial Focus:

Board and Committees

FEB/MARCH

Ad Close: **1/5/2026**

Mail Date: **2/2/2026**

Editorial Focus:

2026 NCSG Convention & Trade Show (February 24-28)

2ND QUARTER

APRIL

Ad Close: **3/6/2026**

Mail Date: **4/6/2026**

Editorial Focus:

Customer Service

MAY

Ad Close: **4/3/2026**

Mail Date: **5/4/2026**

Editorial Focus:

Workforce Development

JUNE

Ad Close: **5/1/2026**

Mail Date: **6/1/2026**

Editorial Focus:

Tools and Technology

3RD QUARTER

JULY

Ad Close: **6/5/2026**

Mail Date: **7/6/2026**

Editorial Focus:

TBD

AUGUST

Ad Close: **7/3/2026**

Mail Date: **8/3/2026**

Editorial Focus:

Community (Membership)
MAILS TO 5,000+ SWEEPS!

SEPTEMBER

Ad Close: **8/7/2026**

Mail Date: **9/7/2026**

Editorial Focus:

TBD

4TH QUARTER

OCTOBER

Ad Close: **9/4/2026**

Mail Date: **10/5/2026**

Editorial Focus:

Health and Safety

NOVEMBER

Ad Close: **10/2/2026**

Mail Date: **11/2/2026**

Editorial Focus:

Government Affairs

DECEMBER

Ad Close: **11/6/2026**

Mail Date: **12/7/2026**

Editorial Focus:

Year in Review

SPECIAL OPPORTUNITIES

Free Editorial Articles for Members

Showcase your company's expertise through editorial contributions! NCSG members and industry partners are invited to submit editorial articles for publication in *Sweeping* magazine at no cost.

By contributing valuable editorial content focused on topics of interest and importance to our readers, advertisers can engage with the community without direct solicitation. This approach fosters trust and positions your brand as a thought leader in the industry. Each article should be 300-600 words and include high-resolution photos and/or a headshot of the author.

Editorial articles are subject to edits for length, content, spelling, and grammar. Please submit editorial articles to Sydney Kaizer at marketing@ncsg.org.

Advertorials

Do you have a unique story about your business or useful tips for fellow chimney sweeps? Advertorials offer an effective way to promote your business while engaging readers. These paid advertisements take the form of articles in *Sweeping*, allowing you to connect with your audience meaningfully.

With your advertorial, you'll submit a 400-800 word article that highlights your business and includes a special discount offer for NCSG members. Each advertorial package features:

- A compelling article (400-800 words) about your business
- At least one original, high-resolution image
- Your company logo and/or a headshot of the author
- A discount or special offer for NCSG members
- Up to two (2) pages in *Sweeping* magazine
- One complimentary banner ad (570x90) in our eNews per advertorial
- One complimentary Supplier Spotlight ad (570x400) in our eNews per advertorial

Advertorials enhance your brand visibility while providing valuable content to readers, positioning your company as a trusted resource in the chimney and venting community. Don't miss this opportunity to showcase your expertise!

DIGITAL ADVERTISING

The NCSG offers dynamic digital advertising opportunities that connect your brand with key decision-makers in the chimney and venting industry. Our twice-monthly eNews digital newsletter features industry updates, event notifications, and educational resources, ensuring your ads appear alongside trusted content.

This alignment enhances the credibility of your message, while our multi-channel distribution – including eNews and social media – provides expansive visibility, allowing you to engage a wider audience and increase your impact within the NCSG community.

58%

Average open rate

1,657

Average circulation

DIGITAL AD RATES

Sizes are listed as W x H.

Ad Type	Size	Member	Non-Member
Banner Ad	570px x 90px	\$175	\$225
Supplier Spotlight	570px x 400px	\$225	\$275

PRINT AD SIZES

Sizes are listed as W x H.



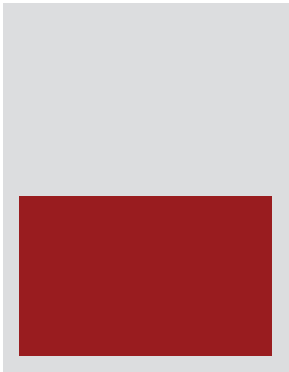
Full Page
8.5" x 11"
0.125" bleed



Back Cover (Vert.)
5.875" x 11"
0.125" bleed



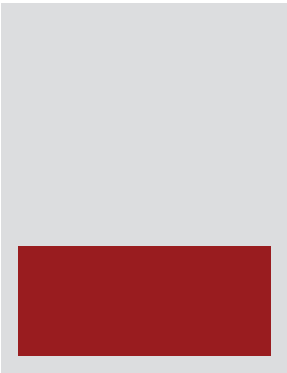
Back Cover (Horiz.)
8.5" x 6.5"
0.125" bleed



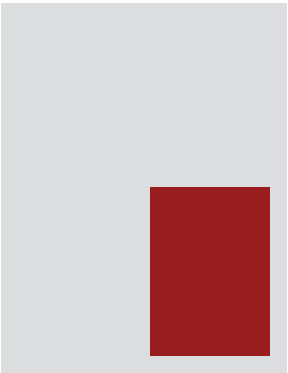
1/2 Page (Horiz.)
7.5" x 4.75"



1/2 Page (Vertical)
3.5625" x 10"



1/3 Page
7.5" x 3.25"



1/4 Page
3.5625" x 5"

DIGITAL AD SIZES



Supplier Spotlight
570px x 400px



Banner Ad
570px x 90px

PRINT AD RATES (MEMBERS)

Size/Location	1-2x	3-5x	6-8x	9-10x	11x
Inside Front Cover	\$1,607	\$1,526	\$1,479	\$1,430	\$1,399
Back Cover	\$1,537	\$1,458	\$1,413	\$1,368	\$1,339
Inside Back Cover	\$1,419	\$1,350	\$1,308	\$1,265	\$1,236
Full Page	\$1,305	\$1,237	\$1,199	\$1,159	\$1,132
Advertorial	\$1,305	\$1,237	\$1,199	\$1,159	\$1,132
1/2 Page	\$845	\$827	\$777	\$753	\$735
1/3 Page	\$650	\$618	\$599	\$579	\$567
1/4 Page	\$582	\$552	\$535	\$517	\$506

PRINT AD RATES (NON-MEMBERS)

Size/Location	1-2x	3-5x	6-8x	9-10x	11x
Inside Front Cover	\$1,879	\$1,785	\$1,730	\$1,683	\$1,634
Back Cover	\$1,810	\$1,719	\$1,666	\$1,612	\$1,575
Inside Back Cover	\$1,670	\$1,586	\$1,536	\$1,485	\$1,451
Full Page	\$1,532	\$1,454	\$1,409	\$1,364	\$1,332
Advertorial	\$1,532	\$1,454	\$1,409	\$1,364	\$1,332
1/2 Page	\$994	\$946	\$915	\$885	\$864
1/3 Page	\$766	\$721	\$705	\$681	\$666
1/4 Page	\$684	\$649	\$629	\$609	\$595

2026 ADVERTISING CONTRACT

Business Name _____ Contact Name _____
 Street Address _____ City _____ Zip Code _____
 Email Address _____ Phone Number _____

SWEEPING MAGAZINE

Issue	Ad Size/Location	Amount
January 2026	_____	\$ _____
February/March 2026	_____	\$ _____
April 2026	_____	\$ _____
May 2026	_____	\$ _____
June 2026	_____	\$ _____
July 2026	_____	\$ _____
August 2026	_____	\$ _____
September 2026	_____	\$ _____
October 2026	_____	\$ _____
November 2026	_____	\$ _____
December 2026	_____	\$ _____

Ad sizes/locations and rates are listed on page 9.

ENEWS DIGITAL NEWSLETTER

Issue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Amount
Banner Ad													
First Issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Second Issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Supplier Spotlight													
First Issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Second Issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____

Ad sizes and rates are listed on page 7.

Advertisers will receive an invoice for each month's advertisement(s). Any applicable discounts, including member and new advertiser discounts, will be applied to your order before an invoice is sent. Invoices can be paid by credit card or check. Checks should be mailed to the NCSG at 1255 SW Prairie Trail Parkway, Ankeny, IA, 50023.

I read and agree to the Advertising Contract Terms and Conditions. I am authorized to make financial and contractual commitments on behalf of the advertiser. This represents the entire advertising agreement between the National Chimney Sweep Guild (NCSG) and the advertiser and supercedes all prior negotiations, representations, or agreement, whether written or verbal.

Advertiser Signature _____ Date _____
 NCSG Representative Signature _____ Date _____

**Return this advertising contract and artwork to Malisa Minetree at sweepingads@me.com.
 For billing questions, please contact Sydney Kaizer at marketing@ncsg.org or (317) 837-1500.**

ADVERTISING CONTRACT TERMS & CONDITIONS

Agreed Conditions of Advertising

The Advertiser and the National Chimney Sweep Guild (NCSG) agree that all advertisements and advertorials in *Sweeping: The Journal of Chimney and Venting Technology* are accepted and published on the representation and understanding that the advertiser and/or its agents have the authority to publish and give authorization to the *Sweeping* editor to publish the entire contents and subject therein. The advertiser agrees that *Sweeping* acts on behalf of advertiser in performing the services provided for in this agreement.

Cancellations

Any advertising canceled prior to the published Ad Close Date shall be subject to a 50 percent contract cancellation fee for the applicable issue or, in the case of a multi-issue agreement, 50 percent of the balance of the contract, whichever is greater. The advertiser agrees that such a cancellation shall cause the NCSG to incur damages and the foregoing cancellation fee(s) is reasonable compensation to the NCSG for such damages. Any contracted ads that were scheduled after the cancellation date will be removed from publication.

Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement offer for any reason, it is the advertiser's responsibility to notify the *Sweeping* editor(s) at marketing@ncsg.org within seven (7) days after delivery of first-bound copies or final drafts. The editor's liability will not exceed the return of revenue for the ad space. In no event shall the editor or publisher be liable for incidental or consequential damages incurred by the advertiser in the event of any error or omission by the editor. If artwork is not received by the materials deadline, the most recent artwork submitted will be used.

Protective Clause

The advertiser assumes all responsibility for the content of its advertisements and for the obligations of its agents or representatives. The advertiser agrees to be solely liable for the content of its advertising. The advertiser hereby agrees to indemnify the NCSG, NCSG Board of Directors, *Sweeping: The Journal of Chimney and Venting Technology*, and the editorial/advertising staff and to defend and hold harmless from any and all claims or suits of any kind that may be asserted against them by others by reason of the content of any advertisement published in *Sweeping* or eNews.

Advertising Contract

No advertisement will be accepted without a signed advertising contract.

Payment and Terms

Full payment is due to the NCSG for the initial advertisement in *Sweeping: The Journal of Chimney and Venting Technology* from a new advertiser or agency at the time of the insertion order. "New" is defined as not having advertised within the previous 12 months. Thereafter, the advertiser will be invoiced for each insertion of a multiple insertion order on the issue mailing date. Payment terms in excess of 90 days shall incur a finance charge of 18 percent per annum on the unpaid balance. If any bill is more than thirty (30) days overdue, future advertising shall be suspended until such times that terms are brought current. Suspension of advertising for nonpayment constitutes a cancellation and all cancellation fees will be applicable. Any expenses incurred by the NCSG in attempt to collect a past due debt shall be the responsibility of the advertiser, including reasonable attorney's fees and costs for collection.

Right of Refusal

All advertisements and advertorials are subject to approval. The NCSG reserves the right to reject or cancel any and all advertising at its sole discretion. This includes advertising the publisher believes is not in keeping with the publication's standards, policies, and principles. In such event, the NCSG will return advertising fees paid. In the case of unpaid or past due invoices, ads will not be published until the dues are satisfied.

Advertorial Approval

Any advertorial submitted is subject to approval and edits. Advertorials are subject to edits for length, content, spelling, and grammar. Advertorials plus the paired ad must not be longer than three (3) pages and will be cut for content to fit the provided ad space. The words "PAID ADVERTORIAL" will be placed above all advertorial pages that contain article content to differentiate the advertorial from editorial content.