



COMPLETE FULLY

NAME OF COMPANY WEBSITE ADDRESS CITY STATE ZIP PHONE CONTACT TITLE EMAIL AUTHORIZED REPRESENTATIVE SIGNATURE DATE

AD SPECIFICATIONS AND RATES

Ad Copy Instructions: REPEAT NEW Ad Copy All ad measurements are width X height Please select the ad type below

Premium Positioning\* (8.5" x 11" | Full Color)

Table with 2 columns: Ad Type and Price. Includes Back Cover, Inside Back Cover, Inside Front Cover, Opposite Table of Contents, Opposite President's Message, Opposite Director's Update.

\*Cost PER issue. MUST Contract for ALL 4 Issues.

See artwork requirements for all ads below.

Each advertisement is entitled to a complimentary product listing (50 word description along with an image 2.4" x 1.6").

Non-Members: Add a 25% surcharge. To avoid surcharge, your membership must be current at time of reservation.

Standard Positioning

Table with 3 columns: Ad Type, 1 Issue, 4 Issues. Includes Full Page, Half Page Horizontal, Half Page Vertical, Quarter Page.

Please go to www.nationalcia.org/advertising for ad submission deadlines.

ARTWORK REQUIREMENTS

IMPORTANT: Provide a PRESS quality PDF of the ad at 300 DPI at final size. Full page ads only (if applicable) provide 0.125" to edges that have bleeds (final size with bleeds on a 4 edges: 8.75" x 11.25"). Please do NOT include any crop marks, printer information, etc. LIVE area is 7" x 10" to be sure NO important information (text, logos, etc.) do not go beyond this to avoid being cut off.

CANCELLATIONS/PAYMENT TERMS

No cancellation of contracted space will be deemed valid unless received in writing by NCIA at least 30 days prior to the space closing date. Failure to comply with this condition will result in the advertiser being billed accordingly. NCIA will, at its discretion, either repeat the latest advertisement or publish nothing. Payment for all advertisements must be paid within 30 days of billing. Unpaid balances over 30 days will be charged 1.5% per month.

NOTE: This is a legally binding contract. In signing this document, the advertiser agrees to abide by all of the contract terms and conditions stated within this document and warrants that the representative executing the contract has the legal authority to create a binding agreement with NCIA.

PLEASE SEND CONTRACTS TO memberservices@nationalcia.org

NCIA OFFICE USE ONLY Check/Credit Card Authorization # Date Paid SIGNATURE OF AUTHORIZED NCIA REPRESENTATIVE DATE



### TERMS AND CONDITIONS

- 1.** Advertisers and their agents assume liability for all content of advertisements printed, and assume responsibility for any claims made against NCIA arising therefrom.

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- 2.** Advertisers agree to indemnify, defend, and hold harmless NCIA from any and all liability for the content of such advertisements.

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- 3.** NCIA assumes no liability for error or omissions in key numbers.

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- 4.** NCIA reserves the right to review and reject any advertisement.

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- 5.** NCIA does not guarantee any given level of circulation for an advertisement.

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- 6.** No conditions printed or otherwise appearing on the space order, billing instructions, or copy instructions which conflict with NCIA stated policies will be binding on NCIA.

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- 7.** The advertiser warrants that the representative executing the contract has the legal authority to create a binding agreement with NCIA.

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- 8.** No contract is valid unless it is signed by NCIA's authorized agent on behalf of NCIA.

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- 9.** Payment terms are net 30 days from the date of the invoice. Any unpaid balances over 30 days on invoices will be charged an additional 1.5% per month.

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- 10.** NCIA reserves the right to change or modify policies, terms, and rates set forth herein at any time.

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- 11.** NCIA does not render commissions to advertising agencies.

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- 12.** NCIA membership must be current at the date of reservation.

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