



# 2020 DIRECTORY ADVERTISING CONTRACT

### \*Corporate Plus Members

receive a free quarter-page black and white ad. Please submit a completed contract to reserve your space.

**\*Non-members:** add a 25% surcharge. To avoid surcharge, your NCIA membership must be current at the time of space reservation.

*Please select the ad type and circle the appropriate price for ad to appear in publication.*

#### Prime Space:\*

\*All prime space is full page, 4-color

<input type="checkbox"/> Back Cover	\$3,275
<input type="checkbox"/> Inside Back Cover	\$3,125
<input type="checkbox"/> Inside Front Cover	\$3,125
<input type="checkbox"/> Opposite table of contents	\$1,875
<input type="checkbox"/> Opposite President's Message	\$1,875

*Please select the ad and circle the appropriate price for the ad to appear:*

Standard Space:	Black and White	4-Color
<input type="checkbox"/> Full Page (8" x 10.5")	\$1,275	\$1,575
<input type="checkbox"/> Half Page Horizontal (7.5" x 5")	\$875	\$1,125
<input type="checkbox"/> Half Page Vertical (3.5" x 10")	\$875	\$1,125
<input type="checkbox"/> Quarter Page (3.5" x 4.5")	\$525	\$725

**Ad Copy Instructions:**  Repeat  Will provide new ad copy

### COMPLETE FULLY

Name of Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name & Title of Authorizing Party: \_\_\_\_\_

Signature of Authorizing Party: \_\_\_\_\_

**Note:** This is a legally binding contract. In signing this document, the advertiser and agency agree to abide by all of the contract terms and conditions stated on the back of this document and warrants that the representative executing the contract has the legal authority to create a binding agreement with NCIA. NCIA reserves the right to review and reject any advertisement.

**Cancellations:** 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 for the publication. 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.

**Artwork:** NCIA requires pc compatible files and that all artwork be sent in electronic format and be accompanied by an appropriate hard copy proof. See the second reverse page for additional artwork specifications and/or contact NCIA for details.

NCIA Office Use Only

Corporate Plus Member

Signature of Authorized NCIA Representative: \_\_\_\_\_ Date: \_\_\_\_\_

## ARTWORK REQUIREMENTS

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1. The National Correctional Industries Association (NCIA) requires pc compatible files. Advertisers must submit artwork in a digital format on disk, CD Rom, or email, and the file must be at least 600dpi. Artwork must be provided in one of the following file formats: Adobe Photoshop, Adobe Illustrator, PDF or PNG.
2. Alterations on original advertising copy can be made at the request of the advertiser or to meet mechanical requirements of the publication, however, the request must be made in writing. Additional charges will be levied for this service. Consult NCIA for details.
3. Rates listed on the previous page are for the noted size, shape, and color. If the artwork supplied is different from the specifications listed in the contract signed by the advertiser, additional charges will apply to make the artwork comply with the contract specifications.

## TERMS AND CONDITIONS

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1. NCIA, through its publication, the annual Directory, reserves the right to review and reject any advertisement.
2. NCIA does not guarantee any given level of circulation for an advertisement.
3. Advertisers and their agents assume full liability for all content of advertisements published in NCIA. The advertiser assumes responsibility for any claims made against NCIA or arising there from. Advertiser agrees to indemnify, defend, and hold NCIA harmless from any and all liability of such advertisements.
4. Cancellations, changes, or corrections must conform to published deadlines and will not be accepted unless presented in writing and signed by both parties. 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.
5. No conditions printed or otherwise appearing on the space order, billing instructions, or copy instructions which conflict with the NCIA's stated policies will be binding on NCIA.
6. No contract is valid unless it is signed by the NCIA's authorized agent on behalf of NCIA.
7. The advertiser warrants that the representative executing the contract has the legal authority to create a binding agreement with NCIA.
8. Payment terms are net 30 days from date of invoice. Any unpaid balance over 30 days will be charged an additional 1.5% per month.
9. NCIA reserves the right to change or modify the policies, terms, and rates set forth herein at any time.
10. NCIA does not render commissions to advertising agencies.
11. NCIA provides a first right of refusal privilege to its prime space advertisers on an annual basis. However, this first right of refusal must be confirmed no later than July 5, 2019 for the January 2020 publication.

# 2020 DIRECTORY DEADLINES

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**SPACE RESERVATION DEADLINE**  
August 16, 2019

**COPY DEADLINE**  
September 20, 2019

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