



# 2020 PLANNING GUIDE ADVERTISING CONTRACT

## AD SPECIFICATIONS AND RATES

*Please select the ad type you would like to publish.*

### Premium Space

<input type="checkbox"/> Back Cover	<b>Color</b>	\$975
<input type="checkbox"/> Inside Back Cover	<b>Color</b>	\$775
<input type="checkbox"/> Inside Front Cover	<b>Color</b>	\$775

### Standard Space

<input type="checkbox"/> Full Page (8.75" x 11.25")	<b>Color</b>	\$625
<input type="checkbox"/> Full Page (8.75" x 11.25")	<b>B/W</b>	\$475
<input type="checkbox"/> Half Page (7.5"w x 5"h)	<b>Color</b>	\$395
<input type="checkbox"/> Half Page (7.5"w x 5"h)	<b>B/W</b>	\$350

## 2020 PLANNING GUIDE DEADLINES

### SPACE RESERVATION DEADLINE

August 16, 2019

### COPY DEADLINE

September 20, 2019

### COMPLETE FULLY

Name of Company: \_\_\_\_\_ Website: \_\_\_\_\_

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

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

Name and Title of Authorizing Party: \_\_\_\_\_ Signature of Authorizing Party: \_\_\_\_\_

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

### ARTWORK REQUIREMENTS

NCIA requires PC-compatible files and that all artwork be sent in electronic format and be accompanied by an appropriate hardcopy proof. Advertisers and their agents assume liability for all content of advertisements printed, and assume responsibility for any claims made against NCIA arising therefrom. Advertisers agree to indemnify, defend, and hold harmless NCIA from any and all liability for the content of such advertisements. NCIA assumes no liability for error or omissions in key numbers. NCIA reserves the right to review and reject any advertisement. Bleeds are available for full-page ads only, the bleed size is 8/75" x 11.25".

### 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 which is August 2, 2019. 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.

### NCIA Office Use Only

AD COPY INSTRUCTIONS  Repeat Last Year's Ad  Sending New Ad Copy

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