

2021 PRINT ADVERTISING OPPORTUNITIES



2021 Convention Preview Magazine

Distributed mid-August via mail

CONTRACT DUE 7/16/2021

ARTWORK DUE 7/30/2021

- Centerfold Spread \$4,810
- 2-Page Spread \$4,380
- Back Cover \$3,795
- Inside Front Cover \$3,670
- Inside Back Cover \$3,540
- Full Page \$2,545 *Please choose:
- 1/2 Page* \$2,185 Horizontal
- 1/4 Page* \$1,895 Vertical
- Business Card \$1,190
- Business Card B&W \$475

PLEASE CHECK IF YOU ARE A CONVENTION SPONSOR:

- I am sponsor taking advantage of my complimentary ad.
- I am a sponsor upgrading my complimentary ad and understand I will be billed for the difference in price.

2021 Convention Program & Directory

Distributed October 16-19 during event

CONTRACT DUE 9/3/2021

ARTWORK DUE 9/17/2021

- Centerfold Spread \$3,615
- 2-Page Spread \$3,290
- Back Cover \$2,855
- Inside Front Cover \$2,750
- Inside Back Cover \$2,660
- Full Page \$1,915 *Please choose:
- 1/2 Page* \$1,645 Horizontal
- 1/4 Page* \$1,425 Vertical
- Business Card \$900
- Business Card B&W \$360

PLEASE CHECK IF YOU ARE A CONVENTION SPONSOR:

- I am sponsor taking advantage of my complimentary ad.
- I am a sponsor upgrading my complimentary ad and understand I will be billed for the difference in price.

ADVERTISING COMBO DISCOUNT: Advertise in both Convention Preview Magazine and the Program & Directory with full page color ads to receive a **10% discount off** the total amount. (Other promotional discounts including sponsorship credits do not apply.)

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

EMAIL _____ PHONE _____

SIGNATURE _____ DATE _____

Please send completed form to Natalie@nfraweb.org or fax to 717-657-9862

NFRA • 4755 Linglestown Road, Suite 300 • Harrisburg, PA 17112 • 717-657-8601

IMPORTANT CONDITIONS



1. Written insertion orders must be submitted for all advertising and advertising changes. Requests for preferred position must arrive by closing deadline and be accompanied by the 20% premium.
2. All changes in advertising copy must be made in writing by closing deadline, or the advertiser's most recent ad of the same size will be inserted.
3. In event of late arrival of copy or ad changes, the publisher cannot guarantee insertion. If insertion order is received by closing deadline, but copy or change is delayed beyond the deadline, the advertiser shall pay for the advertisement regardless of insertion.
4. No advertisement may be cancelled after the closing deadline.
5. If contract advertising is cancelled before contract completion, the advertiser will be billed the difference between the contracted rate and the single insertion rate.
6. Additional printer services are not included in advertising rates, and the advertiser will be billed separately at prevailing rates.
7. All invoices are due and payable within 30 days. Advertisements from advertisers with past-due accounts will not be published.
8. The publisher is not responsible for typesetting or printer makeup errors, nor for advertising, endorsements or use of pictures of individuals not covered by valid written consent forms. The advertiser shall indemnify and hold the publisher harmless from liability resulting from publication, including attorney fees and all other associated litigation cost of any kind.
9. The publisher reserves the right to accept or reject all advertisements, and to position advertising at the publisher's discretion.
10. The publisher reserves the right to obtain a credit report on an advertiser or advertising agency prior to printing any advertisement.
11. All disputes arising between publisher and advertiser or advertising agency not covered by these terms and conditions shall be resolved in accordance with the customs of the printing trade.

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