

# 2024 Print Advertising Opportunities

NFRA's two print publications focus on the annual NFRA Convention and showcase the event in the preceding months.



## 2024 Convention Preview Magazine

Distributed mid-August via mail

**CONTRACT DUE 7/5/2024**  
**ARTWORK DUE 7/19/2024**

- Centerfold Spread \$4,955
- 2-Page Spread \$4,510
- Back Cover \$3,910
- Inside Front Cover \$3,780
- Inside Back Cover \$3,645
- Full Page \$2,620
- 1/2 Page\* \$2,250
- 1/4 Page\* \$1,950
- Business Card \$1,225
- Business Card B&W \$490

**\*For 1/2 or 1/4 page ad, please choose:**

- Horizontal  Vertical

**Please check if applicable:**

- I am a 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.
- I am utilizing an ad discount. Specify type/amount:

## 2024 Convention Program & Directory

Distributed October 5-8 during event

**CONTRACT DUE 8/23/2024**  
**ARTWORK DUE 9/6/2024**

- Centerfold Spread \$3,725
- 2-Page Spread \$3,390
- Back Cover \$2,940
- Inside Front Cover \$2,835
- Inside Back Cover \$2,740
- Full Page \$1,975
- 1/2 Page\* \$1,695
- 1/4 Page\* \$1,470
- Business Card \$930
- Business Card B&W \$470

**\*For 1/2 or 1/4 page ad, please choose:**

- Horizontal  Vertical

**Please check if applicable:**

- I am a 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.
- I am utilizing an ad discount. Specify type/amount:

**SAVE  
10%!**

Reserve full page ads in both Preview Magazine AND the Program & Directory to receive a 10% discount off the total amount. Other discounts including sponsorship credits and product showcasing offers do not apply.

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please send completed form to [Natalie@nfraweb.org](mailto: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 canceled after the closing deadline.
5. If contract advertising is canceled 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.