

# 2020 PRINT ADVERTISING OPPORTUNITIES



## 2020 Convention Preview Magazine

Distributed mid-August via mail

**CONTRACT DUE 6/26/2020**

**ARTWORK DUE 7/10/2020**

- |                          |                    |         |                                                       |
|--------------------------|--------------------|---------|-------------------------------------------------------|
| <input type="checkbox"/> | Centerfold Spread  | \$4,810 |                                                       |
| <input type="checkbox"/> | 2-Page Spread      | \$4,380 |                                                       |
| <input type="checkbox"/> | Back Cover         | \$3,795 |                                                       |
| <input type="checkbox"/> | Inside Front Cover | \$3,670 |                                                       |
| <input type="checkbox"/> | Inside Back Cover  | \$3,540 |                                                       |
| <input type="checkbox"/> | Full Page          | \$2,545 | Please mark horizontal or vertical:                   |
| <input type="checkbox"/> | 1/2 Page           | \$2,185 | <input type="checkbox"/> H <input type="checkbox"/> V |
| <input type="checkbox"/> | 1/4 Page           | \$1,895 | <input type="checkbox"/> H <input type="checkbox"/> V |
| <input type="checkbox"/> | Business Card      | \$1,190 |                                                       |
| <input type="checkbox"/> | 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.

## 2020 Convention Program & Directory

Distributed October 17-20 during event

**CONTRACT DUE 8/14/2020**

**ARTWORK DUE 8/28/2020**

- |                          |                    |         |                                                       |
|--------------------------|--------------------|---------|-------------------------------------------------------|
| <input type="checkbox"/> | Centerfold Spread  | \$3,615 |                                                       |
| <input type="checkbox"/> | 2-Page Spread      | \$3,290 |                                                       |
| <input type="checkbox"/> | Back Cover         | \$2,855 |                                                       |
| <input type="checkbox"/> | Inside Front Cover | \$2,750 |                                                       |
| <input type="checkbox"/> | Inside Back Cover  | \$2,660 |                                                       |
| <input type="checkbox"/> | Full Page          | \$1,915 | Please mark horizontal or vertical:                   |
| <input type="checkbox"/> | 1/2 Page           | \$1,645 | <input type="checkbox"/> H <input type="checkbox"/> V |
| <input type="checkbox"/> | 1/4 Page           | \$1,425 | <input type="checkbox"/> H <input type="checkbox"/> V |
| <input type="checkbox"/> | Business Card      | \$900   |                                                       |
| <input type="checkbox"/> | Business Card B&W  | \$360   |                                                       |

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**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](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 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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