

Required only for first-time advertisers:

Advertising Company (printed in Ad Index) \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Additional Ad Index Information: (check one)  Phone  Website Product/Service Category \_\_\_\_\_

Billing Agency/Company (if different) \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

**Dates of Insertion (Please check desired months and indicate year)**

- January \_\_\_\_\_  April \_\_\_\_\_  July \_\_\_\_\_  October \_\_\_\_\_
- February \_\_\_\_\_  May \_\_\_\_\_  August \_\_\_\_\_  November \_\_\_\_\_
- March \_\_\_\_\_  June \_\_\_\_\_  September \_\_\_\_\_  December \_\_\_\_\_
- NFDA Resource Catalog  NFDA International Convention & Expo Registration Brochure

Color	Advertisement Size					
<input type="checkbox"/> 4-color	<input type="checkbox"/> Full page	7-1/4" x 9-7/8"	<input type="checkbox"/> 1/2 horizontal	7-1/4" x 4-7/8"	<input type="checkbox"/> 1/4 horizontal	7-1/4" x 2-1/4"
<input type="checkbox"/> Black/White	<input type="checkbox"/> 2/3 vertical	4-3/4" x 9-7/8"	<input type="checkbox"/> 1/2 vertical	3-1/2" x 9-7/8"	<input type="checkbox"/> 1/4 vertical	3-1/2" x 4-7/8"
	<input type="checkbox"/> 2/3 horizontal	7-1/4" x 6"	<input type="checkbox"/> 1/3 square	4-3/4" x 4-7/8"	<input type="checkbox"/> 1/4 square	4-3/4" x 3-3/4"
	<input type="checkbox"/> 1/2 island	4-3/4" x 7-1/4"	<input type="checkbox"/> 1/3 vertical	2-1/4" x 9-7/8"	<input type="checkbox"/> 1/6 vertical	2-1/4" x 4-7/8"
			<input type="checkbox"/> 1/3 horizontal	7-1/4" x 3-1/4"	<input type="checkbox"/> 1/6 horizontal	4-3/4" x 2-1/2"

Special instructions \_\_\_\_\_

Rate Per Insertion (see Editorial Calendar/Ad Rates and Dimensions) \$ \_\_\_\_\_

**Payment Options** A prepayment is required for the first two insertions from all first-time display advertisers and should be included with the insertion order by the space reservation deadline of each issue. An approved credit application is required for invoicing future ads.

- Check (enclosed)  Check (by space closing)  Invoice advertiser  Invoice ad agency
- MasterCard  VISA  American Express  Discover

Account number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on card \_\_\_\_\_ Authorized signature \_\_\_\_\_

**Cancellations must be received in writing on or before the space reservation deadline.  
No cancellations or alterations of space will be accepted after the space deadline.**

## The Director Advertising Specifications

### Special Position

Positions specified by advertiser or agency cannot be guaranteed, but when available, earned rate plus 10 percent.

### Closing Dates for Space Reservation

The 5th day of the second month preceding month of publication. Example: Space reservation deadline for the March issue is January 5. If the 5th falls on a weekend, the next business day becomes the materials deadline. No cancellations or alterations of space will be accepted after space closing deadline.

### Materials Deadlines

The 12th day of the second month preceding month of publication. Example: Materials deadline for the March issue is January 12. If the 12th falls on a weekend, the next business day becomes the materials deadline. Ad materials must be received by materials deadline or the publisher reserves the right to repeat the most recent ad run or charge for space reserved if ad materials or copy changes are not received by the materials deadline.

### Materials Requirements

Printed offset, perfect bound.

Trim size: 8-1/4" x 10-7/8"

Bleed size: 8-1/2" x 11-1/8"

Two-page spread:

Trim size: 16-1/2" x 10-7/8"

Bleed size: 16-3/4" x 11-1/8"

- Allow 1/8" bleed on the head, foot and face. Keep all copy and live matter a minimum of 1/2" away from gutter and final trim. Bleed allowed on the following ad sizes: full page, 2/3 vertical, 2/3 horizontal, 1/2 vertical, 1/2 horizontal, 1/3 vertical, 1/3 horizontal.
- Fractional (non-full page) ads should include a frame/border surrounding the ad at the correct specified ad dimensions.
- Materials not submitted according to publisher's specifications or dimensions will be altered to fit the publisher's requirements at advertiser's expense. Additional preparation work and production charges are non-commissionable and will be billed back to the advertiser at a minimum charge of \$50.
- Digital files should be accompanied with all printer and screen fonts and any attached graphic files. Also include information about the software, version and platform used. Macintosh platform preferred.
- Documents and ads created in programs other than the following are not accepted:
  - o Mac Photoshop PDF, TIFF or EPS file; 300 dpi minimum.
  - o Mac Illustrator EPS file – convert all fonts to outlines. (Include all printer and screen fonts if you do not create outlines for type.)
  - o Mac InDesign document – include all printer and screen fonts. Send all graphic images as Photoshop or Illustrator files (see instructions above).
  - o Convert all QuarkXPress documents to Adobe Acrobat PDF CS2. QuarkXPress documents will not be accepted.

## Payment Terms and Policies

### Contracts and General Conditions

Contracts and/or insertion orders must be signed and returned to NFDA by the space closing deadline. Publisher reserves the right to refuse any advertisement for any reason at any time without liability, even though previously acknowledged and accepted. Publisher reserves the right to place the word "Advertisement" on ad copy that could, in the publisher's opinion, be construed as editorial copy. Publisher's liability for any error will not exceed the charge for the advertisement in question. Ad materials will only be kept on file for a 12-month period. Any ad materials not run within a 12-month period will be destroyed if specific ad is not requested in writing to be returned to the advertiser or agency.

### Commissions

Recognized agencies receive the standard 15 percent commission. Additional preparation work and production charges are not commissionable.

### Terms

A prepayment is required of all first-time display advertisers for the first two insertions and is to be included with the contract and/or insertion order by the space closing deadline. Subsequent insertions will be invoiced with an approved credit application. All invoices are payable within 30 days of their issue. A cash discount of 2 percent is available on all invoices paid within 10 days. A finance charge of 1.5 percent per month will be charged on balances over 30 days. Past-due accounts over 30 days are subject to loss of frequency rate and will be adjusted to the single-issue cost; agencies are subject to loss of commission. Both the agency and advertiser are jointly liable for all charges.

### Frequency Rate/Short Rates

Frequency rates are based on a minimum of one advertisement per issue run within a 12-month period from starting issue date. Advertising ordered at a frequency discount rate and not earned will be billed at the correct frequency earned rate.

### Cancellations

Cancellations must be received on or before the space closing deadline. No cancellations or alterations of space will be accepted after the space closing date. The publisher reserves the right to repeat the most recent ad run or charge for space reserved if ad materials or copy changes are not received by the materials deadline.

### Contact Information and Mailing Instructions

Please direct all questions, advertising contracts, insertion orders, payments and materials to the NFDA Business Development team at [advertising@nfda.org](mailto:advertising@nfda.org).