

NICA Membership Directory

2019 Annual Insertion Order

Company Name: _____

Contact Name: _____

Bill to: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Special Instructions: _____

WHEN PROMOTING YOUR BUSINESS WITH NICA, YOU...

- **REACH YOUR TARGETED AUDIENCE** through national exposure to key decision makers.
- **GAIN NAME RECOGNITION** via our publications, website, and sponsorships available at industry events.
- **RECEIVE A SUPERB VALUE** through quality marketing opportunities,

Insertion Order Rates valid through December 31, 2018



Ad Rates per insertion

<input type="checkbox"/> Back Cover	\$2,000*
<input type="checkbox"/> Inside Front / Back Cover	\$1,500*
<input type="checkbox"/> Full page: Color Tab	\$1,000*
<input type="checkbox"/> Half page: Color Tab	\$600*
<input type="checkbox"/> Full Page: B/W	\$550
<input type="checkbox"/> Half Page: B/W	\$325
<input type="checkbox"/> Quarter Page: B/W	\$250

Color Cover, Tab & Ad Sizes

Full Page Cover (Bleed)	6"w x 9"h*
Full Page Tab (Bleed)	5.25"w x 9"h*
Full Page Tab	4.75"w x 8.5"h*
Half Page Tab	4.75"w x 4.25"h*

Black & White Ad Sizes

Full Page	4.25"w x 7.5"h
Half Page (H)	4.25"w x 3.75"h
Half Page (V)	2.125"w x 7.5"h
Quarter Page (H)	4.25"w x 1.875"h
Quarter Page (V)	2.125"w x 3.75"h

Premium Positions
* Subject to availability. If interested, contact (813) 438-8926 or communications@nicainc.org

- Ad Artwork Specifications**
- 300 DPI, CMYK Color, Flattened
 - Full page ads that fit the whole page must contain a 0.25" bleed.
 - Formats accepted: .pdf, .png, .jpg, .jpeg, .tif, .tiff, .psd, .ai, .svg, .eps
 - Digital Ad Artwork may be emailed directly to communications@nicainc.org or delivered via DropBox, Google Drive, etc.

See next page for more size information.

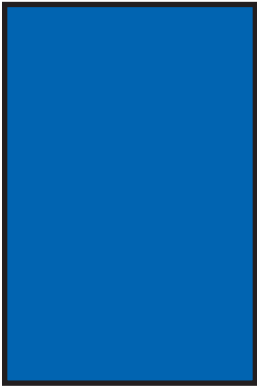
Insertion Order & Ad Artwork Deadline
December 1, 2018

For more information, please contact the NICA Office at (813) 438-8926 or email us at communications@nicainc.org

Signature _____

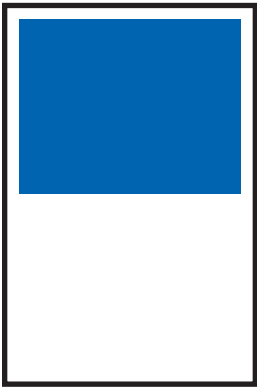
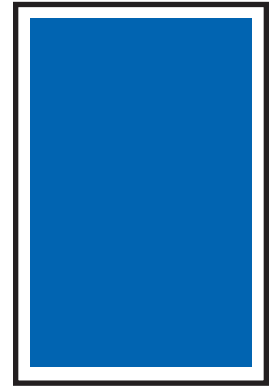
Date _____

Your Ad Will Look Great!



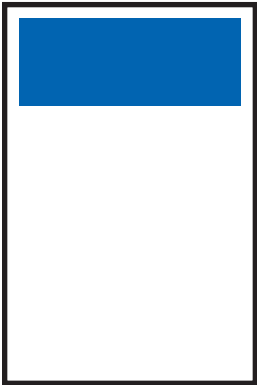
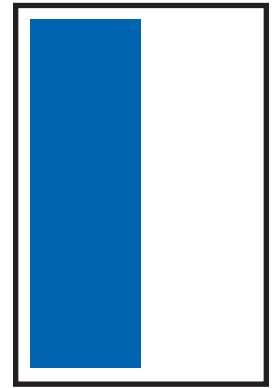
Full Page

Cover / Inside Cover (0.25" Bleed): 6"w x 9"h
Color Tab (0.25" Bleed): 5.25"w x 9"h
Color Tab (No Bleed): 4.75"w x 8.5"h
Black & White (No Bleed): 4.25"w x 7.5"h



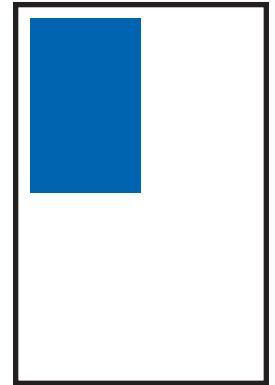
Half Page

Color Tab: 4.75"w x 4.25"h
Black & White (Horizontal): 4.25"w x 3.75"h
Black & White (Vertical): 2.125"w x 7.5"h



Quarter Page

Black & White (Horizontal): 4.25"w x 1.875"h
Black & White (Vertical): 2.125"w x 3.75"h



"Together We Can!"

National Independent Concessionaires Association, Inc.