

# 2017 Print Advertising Contract Pre-Registration Book & Onsite Convention Guide



NFDMA, Inc. 80<sup>th</sup> Annual National Convention & Exposition  
July 29, 2016 – August 3, 2017  
Myrtle Beach, South Carolina

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## TWO PUBLICATIONS - MULTIPLE OPPORTUNITIES!

### Pre-Registration Booklet

The deadline to receive artwork and payment for a Pre-Registration Booklet ad is **Wednesday, March 1, 2017.**

Ad must be in color; no black & white please.

Please Select Your **EXCLUSIVE AD PLACEMENT** (these ads are full color pages):

\$1000 - Pre-Registration Book Inside Front Cover

\$800 - Pre-Registration Book Inside Front Page

\$1000 - Pre-Registration Book Inside Back Cover

\$800 - Pre-Registration Book Inside Back Page

### Onsite Convention Guide

The deadline to receive artwork and payment for an Onsite Convention Guide ad is **Wednesday, June 14, 2017.**

Ad must be in color; no black & white please.

Please Select Your **PREMIUM AD PLACEMENT** (these ads are full color pages):

\$1000 - Onsite Convention Guide Inside Front Cover

\$800 - Onsite Convention Guide Inside Front Page

\$1000 - Onsite Convention Guide Inside Back Cover

\$800 - Onsite Convention Guide Inside Back Page

Please Select Your **PRIME AD PLACEMENT**

\$350 - Full-page Ad in the Onsite Convention Guide

\$250 - Half-page Ad in the Onsite Convention Guide

### Method of Payment

Check payable to NFDMA, Inc. - MAIL TO: 6290 Shannon Pkwy. Union City, GA 30291

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Return contract by email to [cornell@nfdma.com](mailto:cornell@nfdma.com)

Return contract by fax to 770-969-0505

Questions? Call 770-969-0064

# AD SPECIFICATIONS

## AD SIZES

### Premium Placement

COVERS - Outside/Inside Full Page 8 1/2 w x 11 t  
FRONT PAGES – Inside Full page 8 1/2 w x 11 t

### Prime Placement

INSIDE - Pages Full-Page 8 1/2 w x 11 t

### Prime Placement

INSIDE Pages - Half-Page 8 1/2 w x 5 1/2 t



## GUIDELINES

*ELECTRONIC FILE FORMATS ACCEPTED*

### **JPG**

Resolution must be 300 dpi.; file must be CMYK (not RGB); must include .125 inch bleed on all sides

### **PDF files**

Use PDF standard: PDF/X-1a:2001; convert all spot colors to process, set bleed to .125 on all sides

### *PLEASE DO NOT SEND*

(Additional art charges will apply)

|  |                      |
|--|----------------------|
| Hardcopy (printouts)                           | PowerPoint           |
| Microsoft Word                                 | WordPerfect          |
| Web pages                                      | Low-resolution files |
| Handwritten layouts                            |                      |
| any formats other than the ACCEPTED ones above |                      |

## DEADLINES

### TO SUBMIT ADS

### **Pre- Registration Book**

### **March 1, 2017**

### **Onsite Book**

### **June 14, 2017**