

NATIONAL ASSOCIATION OF CONSUMER SHOWS

Advertising Opportunities

Put your organization in the forefront of industry decision makers minds time-after-time by placing an ad in the annual **NACS Membership Directory** and the **NACS Show Producer** newsletter.

The **NACS Membership Directory** is an important reference guide for individuals in the consumer show industry. This comprehensive directory provides information on the Association members and the types of shows they produce.

The **NACS Show Producer** newsletter is published in full-color on semi-gloss for the members of NACS. Quarterly distribution reaches approximately 350 individuals. The Q1 issue is the pre-convention issue and the Q3 issue is the post-convention issue. Display and classified advertising opportunities are available in the **NACS Show Producer**. **Newsletter artwork is due by: Q1 - February 27, Q2 - April 25, Q3 - July 25, Q4 - October 24.**

The **NACS Annual Convention** is a multi-day educational event, which is held in late Spring/early Summer. Approximately 150 people attend this event each year, with over 60% of the attendees being show producers. Additional exhibit and sponsorship opportunities are available for the convention.

Publications

Annual Directory: Display Ads		FULL COLOR		BLACK & WHITE	
Size	Dimensions (Inches)	Member	Non-member	Member	Non-member
1/4 page horizontal	4 7/8 X 3 3/4	\$455	\$655	\$355	\$555
1/4 page vertical	3 3/4 X 4 7/8	\$455	\$655 z	\$355	\$555
1/2 page horizontal	7 1/2 X 5	\$635	\$835	\$535	\$735
1/2 page vertical	5 X 7 1/2	\$635	\$835	\$535	\$735
Full page	7 1/2 X 10	\$815	\$1015	\$715	\$915

Newsletter: Display Ads		FULL COLOR		BLACK & WHITE	
Size	Dimensions (Inches)	Member	Non-member	Member	Non-member
1/4 page horizontal	4 7/8 X 3 3/4	\$290	\$390	\$190	\$290
1/4 page vertical	3 3/4 X 4 7/8	\$290	\$390	\$190	\$290
1/2 page horizontal	7 1/2 X 5	\$385	\$485	\$285	\$385
1/2 page vertical	5 X 7 1/2	\$385	\$485	\$285	\$385
Full page	7 1/2 X 10	\$505	\$605	\$405	\$505
Classified				Free	\$75

A frequency discount of 10 percent is given to advertisers who advertise in at least four newsletter issues and the directory during their contract year. Contracts must be signed in advance.

Package "contents" are subject to change.

PLATINUM Advertiser:	UPGRADE (full color ads)	Value: \$3190	NACS Price: \$2395 (savings: \$795)
	BASIC (black & white ads)	Value: \$2890	NACS Price: \$2195 (savings: \$695)
Includes:	Membership Directory	Full page ad, with links to sponsor webpage	
	Show Producer (newsletter)	Full page ad, 3 times annually	
	Database	Contact information for consumer show producers	
	Supporters' page	Listing as a PLATINUM advertiser in the convention brochure, directory, every newsletter and NACS website link	
	Membership dues	One year's membership dues	
	Convention	One exhibit at the NACS Annual Convention	
NEW BENEFIT-	Sponsor Box	One rotating sponsor box ad on NACS website home page	



GOLD Advertiser:	UPGRADE (full color ads)	Value: \$1565	NACS Price: \$1295 (savings: \$270)
	BASIC (black & white ads)	Value: \$1365	NACS Price: \$1195 (savings: \$170)
Includes:	Membership Directory	1/2 page ad with links to sponsor webpage	
	Show Producer (newsletter)	1/2 page ad, 2 times annually	
	Supporters' page	Listing as a GOLD advertiser in the convention brochure, directory, NACS website link and every newsletter	
	Membership dues	One year's membership dues	

Complete Advertising Contract & Return to NACS

Advertising Packages
Package "contents" are subject to change

National Association of Consumer Shows Advertiser Contract

Company: _____ Contact Full Name & Postion Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Fax: _____

Email: _____ Website: _____

By signing this contract, I authorize NACS to place the contracted ad(s) in the NACS *Show Producer* magazine and member directory and agree to abide by the production and payment terms as stated within both pages of this contract.

Signature _____ Date _____

—ADVERTISING PACKAGES—

PLATINUM (select one) **Member:** Upgrade \$2395 (Full Color) Basic \$2195 (Black & White)

Please specify which three issues of the newsletter you would like your full page ad to run:

Q1 (Prints February) Q2 (Prints May) Q3 (Prints August) Q4 (Prints November)

Please specify who to apply the one year's membership dues to:

Name: _____ Renewal New Member (must submit application)

Yes, I want an exhibit at the upcoming NACS Annual Convention. (Refer to NACS website for dates and location.)

Name & Address Information for Exhibit Contact (Must submit exhibit form): _____

Yes, I want a link on the NACS website. Link Name (i.e. "MyFacility"): _____

Address of Link (i.e. "www.myfacility.net/consumershows"): _____

GOLD (select one) **Member:** Upgrade \$1295 (Full Color) Basic \$1195 (Black & White)

Please specify which two issues of the newsletter you would like your 1/2 page ad to run:

Q1 (Prints February) Q2 (Prints May) Q3 (Prints August) Q4 (Prints November)

Please specify who to apply the one year's membership dues to:

Name: _____ Renewal New Member (must submit application)

Yes, I want a link on the NACS website. Link Name (i.e. "My Company"): _____

Address of Link (i.e. "www.myfacility.net/consumershows"): _____

—INDIVIDUAL ADVERTISING—

Directory

Full Color Black & White
 Full Page | 1/2H 1/2V | 1/4H 1/4V

Newsletter

Full Color Black & White
 Full Page | 1/2H 1/2V | 1/4H 1/4V | Classified (B&W only)
To run in the following issue(s): Q1 (Prints March) Q2 (Prints May)
 Q3 (Prints August) Q4 (Prints November)

Ad Delivery

Emailed to vdanielson@nacslive.com Ad enclosed on CD

—PAYMENT OPTIONS—

Check, Payable to NACS Mastercard Visa American Express Discover

Card # _____ Exp. Date _____ Amount \$ _____

Name on Card _____ Signature _____

Card Billing Address _____

City _____ State _____ Zip _____

Return contract to: NACS Advertising • 147 SE 102nd Ave., Portland, OR 97216 • FAX: 503.253.9172 • Phone: 800.728.6227

Keep a copy of this information for your records.





Advertiser Contract

Advertising Requirements

I. General

1. *Payment for the order is due 30 days after invoicing or payment may be enclosed with this order form. If payment is not received by artwork deadline, the ad will not run. NACS assumes no liability if for any reason it becomes necessary to omit an advertisement.*
2. *Please submit newsletter advertisements as high-resolution PDFs and digital ads as JPEGs. All files should have no bleeds. Email to Alan Litchfield, Publications Designer, at alitchfield@updatemanagement.com. If a new ad is not submitted by the due date, the last version ran will be used.*
3. *All advertising and links is subject to NACS approval. NACS reserves the right to reject advertising or links which are not in keeping with NACS standards and objectives.*
4. *Advertisers are encouraged to describe products and services in an accurate and complete manner. NACS reserves the right to refuse to accept ads which, because of omissions or inaccuracies, provide misleading information.*
5. *The publication of any advertisement by NACS is neither an endorsement of the advertiser nor of the products or services advertised. NACS is not responsible for any claims made in any advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece, the fact that a product or service has been advertised in an NACS publication.*
6. *Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed and links posted, and also assume responsibility for any claims arising therefrom made against NACS.*
7. *NACS cannot guarantee requests for a specified position unless a position premium has been provided for in the contract. Various positions where ads are placed can have higher fees, i.e., back page, inside front page and center page.*
8. *NACS liability for any error will not exceed the charge for the advertisement in question.*

II. Orders

1. *The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.*
2. *A contract period of one year starts from the date of acceptance, and all benefits must be utilized in the contract period. Orders are accepted for not more than one year in advance, without prior consent.*
3. *Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.*

Return Completed Contract and Payment to:

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