

# National Association of Consumer Shows

## ADVERTISING RATES

### —PUBLICATIONS—

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. Put your organization in the forefront of industry decision makers minds time-after-time by placing an ad in the annual NACS Directory. The directory is published in the fall. Directory artwork is due by September 1.

The NACS *Show Producer* newsletter is published in full-color on semi-gloss stock six times annually for the members of NACS. Quarterly distribution reaches approximately 425 individuals. The Q1 issue is an expanded issue sent to members and non-members of the association and reaches approximately 1,100 individuals. The Q2 issue is the convention issue. Display and classified advertising opportunities are available in the NACS *Show Producer*. **Artwork is due by the 15<sup>th</sup> day of the quarter in which the ad runs** (i.e. artwork for the Q1 issue would be due January 15<sup>th</sup>).

The NACS Annual Convention is a three-day educational event, which will be held June 15-17, 2011 in Denver, Colorado. Approximately 200 people attend this event each year, with over 60% of the attendees being show producers. Exhibits and sponsorship opportunities are available for the convention.

<b>Annual Directory: Display Ads</b>		<b>FULL COLOR</b>		<b>BLACK &amp; WHITE</b>	
<b>Size</b>	<b>Dimensions (Inches)</b>	<b>Member</b>	<b>Non-member</b>	<b>Member</b>	<b>Non-member</b>
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	\$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
<b>Newsletter: Display Ads</b>		<b>FULL COLOR</b>		<b>BLACK &amp; WHITE</b>	
<b>Size</b>	<b>Dimensions (Inches)</b>	<b>Member</b>	<b>Non-member</b>	<b>Member</b>	<b>Non-member</b>
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.

### —ADVERTISING PACKAGES—

*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 <i>Show Producer</i> (newsletter) Database Supporters' page  Membership dues Convention	Full page ad, with links to sponsor webpage Full page ad, 3 times annually Contact information for consumer show producers on disk Listing as a PLATINUM advertiser in the conference brochure, directory, every newsletter and NACS website link (including featured listing on homepage) One year's membership dues One exhibit at the NACS Annual Convention
-----------	--	--

**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 <i>Show Producer</i> (newsletter) Supporters' page  Membership dues	1/2 page ad with links to sponsor webpage 1/2 page ad, 2 times annually Listing as a GOLD advertiser in the conference brochure, directory, NACS website link and every newsletter One year's membership dues
-----------	--	--

**Complete Contract on Following Page & Return to NACS**

Revised 8/09

## NACS PLATINUM & GOLD ADVERTISER CONTRACT

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### —ADVERTISING PACKAGES—

**PLATINUM** (select one)     **Upgrade \$2395**     **Basic \$2195**

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 2011 NACS Annual Convention in Denver, Colorado.

Name & Address Information for Exhibit Contact: \_\_\_\_\_  
\_\_\_\_\_

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)     **Upgrade \$1295**     **Basic \$1195**

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 web site. Link Name (i.e. "MyFacility"): \_\_\_\_\_

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

### PAYMENT OPTIONS:

Check, Payable to NACS     Credit Card    Is this a corporate card?  Yes  No    If yes, company code \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

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

Card Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Advertising Requirements:

- NACS reserves the right to reject any advertisement which appears unsuitable in form or content.
- Ads should be saved as PDF. Please include any necessary font and graphics, and submit your ad on a CD to the address listed below.
- Package "contents" are subject to change.
- Payment for the order is due 30 days after invoicing or payment may be enclosed with this order form.

**For any questions, please call NACS at 503.253.0832 or 800.728.6227.**

**Return contract to: NACS Advertising • 147 S.E. 102<sup>nd</sup> Ave., Portland, OR 97216 • FAX: 503.253.9172**

