

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 shows they produce. Put your organization in the forefront of industry decision makers minds time-after-time by placing an ad in the 2007-2008 NACS Directory. Published August 2007. Directory artwork is due by July 23, 2007.

The NACS *Show Producer* newsletter is published in full-color on semi-gloss stock six times annually for the members of NACS. Bi-monthly distribution reaches approximately 425 individuals. The March/April issue is an expanded issue sent to members and non-members of the association and reaches approximately 1,100 individuals. The May/June issue is the convention issue. Display and classified advertising opportunities are available in the NACS *Show Producer*. **Artwork is due by the 15th day of the first month** (i.e. artwork for the January/February issue would be due January 15th).

The NACS Annual Convention is a three-day educational event, which will be held June 25-27, 2008 in San Diego, CA. Approximately 200 people attend this event each year, with over 70% of the attendees being show producers. Exhibits and sponsorship opportunities are available for the convention.

Annual Directory: Display Ads		BLACK & WHITE			
Size	Dimensions (Inches)			Member	Non-member
1/4 page horizontal	4 7/8 X 3 3/4			\$355	\$555
1/4 page vertical	3 3/4 X 4 7/8			\$355	\$555
1/2 page horizontal	7 1/2 X 5			\$535	\$735
1/2 page vertical	5 X 7 1/2			\$535	\$735
Full page	7 1/2 X 10			\$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.

—ADVERTISING PACKAGES—

Package "contents" are subject to change.

PLATINUM Advertiser: UPGRADE (full color newsletter ads) Value: ~~\$3190~~ NACS Price: \$2395 (savings: \$795)
BASIC (black & white ads) Value: ~~\$2890~~ NACS Price: \$2195 (savings: \$695)

Includes:	Membership Directory	Full page black & white ad
	<i>Show Producer</i> (newsletter)	Full page ad, 3 times annually
	Database	Contact information for over 2800 consumer shows on disk
	Supporters' page	Listing as a PLATINUM advertiser in the conference brochure, directory, every newsletter and NACS website link (including featured listing on homepage)
	Membership dues	One year's membership dues
	Convention	One exhibit at the 2008 NACS Annual Convention

GOLD Advertiser: UPGRADE (full color newsletter 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 black & white ad
	<i>Show Producer</i> (newsletter)	1/2 page ad, 2 times annually
	Supporters' page	Listing as a GOLD advertiser in the conference brochure, directory, NACS website link and every newsletter
	Membership dues	One year's membership dues

Complete Contract on Following Page & Return to NACS

Revised 11/07

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:

- January/February March/April May/June
 July/August September/October November/December

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 2008 NACS Annual Convention in San Diego, CA.

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 \$1395** **Basic \$1195**

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

- January/February March/April May/June
 July/August September/October November/December

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. 102nd Ave., Portland, OR 97216 • FAX: 503.253.9172

