

MAGAZINE ADVERTISING ORDER FORM Complete this form, pages 1 and 2, and submit to NAILBA

Advertising Company Contact Information

Client/Advertiser Name _____
 Address _____
 City/State/Zip Code _____
 Contact Name _____
 Contact E-mail _____
 Phone _____ Fax _____
 Website _____
 Check if this is a new address

Billing Information (if different from above)

Contact Name _____
 Address _____
 City/State/Zip Code _____
 Contact E-mail _____
 Phone _____ Fax _____

Advertising Agency Contact Information

If an advertising agency is involved in this order, the section below must be completed at the time the order is submitted.

Name _____
 Address _____
 City/State/Zip Code _____
 Contact Name _____
 Contact E-mail _____
 Phone _____ Fax _____
 Website _____
 Check if this is a new address

Payment Information

See payment terms on the reverse side of this form. Advertiser or agency is responsible for notifying NAILBA of a change in billing contact.

TOTAL AMOUNT DUE \$ _____
 Check # _____ Visa MasterCard American Express
 Card Number _____
 Exp. Date _____ Security Code _____
 Name as it appears on card (Please print) _____
 Signature _____

Mail NAILBA
 11325 Random Hills Road, Suite 110 • Fairfax, VA 22030
Fax 703.884.1525 **E-mail** etoups@nailba.org

QUESTIONS? 703.884.1525

PERSPECTIVES

Please indicate below your ad size, frequency, add-ons and issues in which you would like to advertise.

Full Color	1x	2-3x	4x*	TOTAL
Double Page Spread	<input type="checkbox"/> \$6,117	<input type="checkbox"/> \$5,811	<input type="checkbox"/> \$5,510	
Outside Back Cover	n/a	n/a	<input type="checkbox"/> \$4,990	
Inside Back Cover	n/a	n/a	<input type="checkbox"/> \$4,450	
Inside Front Cover	n/a	n/a	<input type="checkbox"/> \$4,450	
Full Page Guaranteed Position	<input type="checkbox"/> \$3,937	<input type="checkbox"/> \$3,739	<input type="checkbox"/> \$3,185	
Full Page	<input type="checkbox"/> \$3,424	<input type="checkbox"/> \$3,254	<input type="checkbox"/> \$2,770	
1/2 Page	<input type="checkbox"/> \$2,713	<input type="checkbox"/> \$2,577	<input type="checkbox"/> \$1,915	
	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical		
1/3 Page	<input type="checkbox"/> \$2,126	<input type="checkbox"/> \$2,019	<input type="checkbox"/> \$1,163	

NEW: Four Page Spread n/a \$9,879 n/a
*Advertisers who commit to four (4) issues will be recognized with their logo and link on the NAILBA web site.

Beyond the Printed Page	1x	TOTAL
Belly Band	<input type="checkbox"/> \$6,500	
Heavy Stock Insert	<input type="checkbox"/> \$3,750	
Other	<input type="checkbox"/> \$	

Digital Opportunities	TOTAL
Digital Belly Band - Belly Band Print Advertiser	<input type="checkbox"/> \$2,500
- Any Print Advertiser	<input type="checkbox"/> \$4,000
Digital Insert Card - Insert Card Print Advertiser	<input type="checkbox"/> \$2,000
- Any Print Advertiser	<input type="checkbox"/> \$3,500

Unique Digital Opportunities	TOTAL
Toolbar Ad	<input type="checkbox"/> \$2,500
Skyscraper Ad	<input type="checkbox"/> \$2,500
Left of Cover Ad	<input type="checkbox"/> \$2,500
Branded App for Android and iPhone	<input type="checkbox"/> \$15,000

Issue Insert Specifications

- Winter 2019 Spring 2019
- Summer 2019 Fall 2019 + Bonus Distribution at NAILBA 38

PRODUCT PREVIEW - NAILBA 38	TOTAL
<input type="checkbox"/> \$1,500 per 1/2 page <small>(horizontal only)</small>	
<input type="checkbox"/> \$2,500 per full page	
<input type="checkbox"/> \$4,000 for back cover	

TOTAL AMOUNT DUE (Magazine) \$ _____

See reverse side for terms, conditions, and required signature.

MAGAZINE ADVERTISING TERMS

PAYMENT TERMS

Advertisers and agencies (if applicable) are jointly responsible for payment of all ads.

Advertising Agency

Payment is due upon receipt of the invoice. Ads will not be inserted for advertisers whose agency's accounts are 60 days or more past due, regardless of contract term. Subsequent ads will be placed once the account is brought current. All prices are net. Ad agency commissions are not included in quoted price. If an ad placed by an agency is not paid within 60 days, NAILBA will contact the advertiser directly for payment.

Advertisers

Payment is due upon receipt of invoice.

Payment by Check

Invoices are sent upon issue publication. Invoices rendered will be accepted as correct unless NAILBA is notified in writing within 10 days of billing date. All invoices are due within 15 days of the billing date. A charge of \$30.00 will be levied for returned checks. NAILBA reserves the right to charge a 3% late fee for payments not received within 30 days of billing date.

Payment by Credit Card

Credit card payments submitted with insertion orders will be charged on the date that ad materials are due for each contracted issue.

OTHER TERMS

Advertiser agrees to indemnify NAILBA from any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, regardless of cause or fault. NAILBA's liability is limited to extension of contract by period of time ad failed to display properly if any proven or admitted errors or omissions have occurred.

Advertiser is responsible for providing all information and digital artwork to meet NAILBA's specifications.

All cancellations must be received in writing prior to the advertising sales deadline. In the event of a contract cancellation, the advertiser or agency agrees to repay NAILBA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All premium positions are non-cancelable.

Tearsheets

Tearsheets will be provided upon issue publication. Ads will also appear in an online version of the publication(s). Additional copies of publication are available online.

DISCOUNTS

A 10% discount is offered to 4x advertisers when all four issues are paid in advance of the first ad being published. All discounts will be forfeited on accounts not paid within 15 days of the billing date.

By signing below, you are indicating that you have read and agree to the above payment terms. Only signature assures reservation:

Advertiser Signature/Date

Advertising Agency Signature/Date