

2018 Program Advertising Info

Advertising rates are based upon camera ready artwork at the exact size specified below. Ads may be provided by laser copy, print, ad slicks or computer files that should include all fonts, graphics and a proof sheet in color. Please use eps, tif, MAC or PC format only. Note: for best quality on half tones or photos please provide original or electronic file. Designs may be provided at the advertiser's expense. Minimum layout and type cost of \$85 and an additional design charge may apply for more complex work, or the artwork supplied needs to be resized or reformatted. Photos must be 300 dpi or greater or the photo quality cannot be insured.

Advertising Rates and Sizes - All ads will be printed in full color

Ad Description	Ad Size	Exhibitor/Sponsor Rate	Non Exhibitor/Sponsor Rate
Half Page - Horizontal	7-1/2" W x 4-3/4" H	\$500.00	\$700.00
Full Page	7-1/2" W x 10" H	\$1,000.00	\$1,200.00
Inside Cover	7-1/2" W x 10" H	\$1,200.00	\$1,500.00
Back Cover	7-1/2" W x 10" H	\$1,550.00	\$1,750.00

Please note: All copy to be designed must be received no later than May 1, 2018 with artwork and credit card information or a check for ad placement made payable to NAIIA. All copy that is placement ready must be received no later than May 15, 2018. No placement will be accepted without payment. Ads will be placed in locations based upon size and date of receipt of payment.

**Email Camera Ready Artwork to Tammie Snyder at tammie.snyder@gmail.com.
Questions? Please contact Tammie at 925-957-0604.**

Name _____

Company Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Order Form

Please make checks payable to NAIIA

Size: half full back cover inside cover

Rate: Exh/Sponsor Non-Exh/Sponsor

Artwork: Supplied Needed

Ad Amount \$ _____

Basic Ad Set-Up Fee \$ _____

Payment Due \$ _____

Credit Card Holder Name: _____

Address _____ City/State/Zip _____

Credit Card Number _____ (Exp. Date) ____/____/____ SEC ____