



2018 Annual Conference Advertisement Reservation Form

RESERVING ADVERTISING SPACE (Optional)

Please fill out if purchasing an advertisement in the conference program guide. (*Purchase of advertisement is not required.*)

AUTHORIZED REPRESENTATIVE (Primary Contact)

The authorized representative indicated below will receive *all correspondence regarding advertising.*

Name	
Title	
Company	
Address	
City/State/Zip	
Phone	
Email	

Please select the size of your ad below. Please note the Exhibitor Rate reflects a 40% discount on the Standard Rate.

Advertising List Rates	Standard Rate	Exhibitor Rate
Quarter Page: 3.75" w x 5.25" t	\$550	\$330
Half-Page Horizontal: 7.875" w x 5.25" t	\$1,100	\$660
Half-Page Vertical: 3.75" w x 10.875" t	\$1,100	\$660
Full Page: 7.875" w x 10.875" t	\$1,600	\$960
Inside Back Cover: 9.375" w x 12.375"* t (<i>one available</i>)	\$2,200	\$1,320
Back Cover: 9.375" w x 12.375"* t (<i>one available</i>)	\$2,600	\$1,560

*Size includes bleeds. Inside Back Cover and Back Cover Advertisements are reserved on a first-come first-served basis. Contact Kimberly Carr at advertising@ncsha.org for availability.

FILE SUBMISSION SPECIFICATIONS

- File Size: Sizes are listed above. All sizes denote live area. Bleeds cannot be accepted.
- File Type: Press Optimized PDF or Illustrator EPS file with fonts saved as outlines
- Resolution: 300 dpi and at 100% of output size
- Mode: CMYK
- Fonts: All fonts must be embedded or supplied.

Note: Advertisements will appear in Conference Program exactly as they are received.

SUBMISSION DEADLINES

Ad Space Reservation Deadline: September 4, 2018
Art File Submission Deadline: September 11, 2018

Send art work to Kimberly Carr at advertising@ncsha.org.



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PAYMENT INFORMATION

Complete this form and email it as a PDF attachment to Kimberly Carr at advertising@ncsha.org.

This form will serve as an invoice. No additional invoice will be mailed unless requested. Payment is due within 30 days of your reservation. NCSHA accepts checks and credit cards; we do not accept electronic fund transfers (ACH).

By Check: Complete this form and return it with the amount due to:

NCSHA
ATTN: Advertising/Kimberly Carr
444 North Capitol Street NW, Suite 438
Washington, DC 20001

By Credit Card: Please note that a 3.75% processing fee will be charged for each credit card transaction. To make a payment by credit card, please call Kimberly Carr at 202-624-5424 after submitting your reservation form.



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ADVERTISING CONTRACT CONDITIONS

a. **Generation.** NCSHA will have absolute discretion regarding the nature and manner of any advertisement's appearance. Position specifications stipulated on insertion orders with respect to a given advertisement will be treated as requests only and will not be binding on the publication. NEITHER NCSHA NOR ITS PUBLISHER WILL BE LIABLE FOR ANY COSTS OR DAMAGES IF, FOR ANY REASON, NCSHA FAILS OR DECIDES NOT TO PUBLISH A GIVEN ADVERTISEMENT. IN NO EVENT WILL NCSHA'S LIABILITY FOR ANY CLAIM RELATING TO ANY ADVERTISER'S ADVERTISEMENT EXCEED THE COST ACTUALLY RECEIVED BY NCSHA FROM THE ADVERTISER IN CONNECTION WITH THE ADVERTISEMENT AT ISSUE. The Advertiser will pay charges for advertising published at its direction. Rates, conditions, and space units relating to advertisements are subject to change without notice.

b. **Content.** NCSHA endorses equal employment opportunity practices and accepts only ads that are not discriminatory on the basis of race, color, sex, religion, age, national origin, sexual orientation, physical handicap, or any other characteristic protected by applicable law. NCSHA reserves the right to refuse, reject, or cancel any ad for any reason at any time without liability, even if such ad had been previously acknowledged or accepted. Acceptance of an ad does not imply NCSHA's endorsement of the product or service advertised. NCSHA is not responsible for any claims made in an ad. All camera-ready copy, artwork, photographs, and negatives received by NCSHA may be stored for one year and may thereafter be destroyed. NCSHA assumes no responsibility for lost or damaged art or other material supplied by an Advertiser.

c. **Authorization.** Advertisers assume responsibility for all material and all content of advertisements printed and/or provided to NCSHA. By providing material for use in connection with the Conference or with NCSHA, the Advertiser represents that it is fully authorized and/or licensed to publish the entire content and subject matter of the same, including, but not limited to any

(i) names, portraits, and/or pictures of living persons, (ii) copyrighted or copyrightable material, (iii) testimonials encompassed or contained within any advertisements submitted to and published by NCSHA. The Advertiser hereby agrees to indemnify and hold NCSHA harmless against any and all losses, liabilities, damages, and expenses of any nature arising out of the submission, use, copying, printing, or publishing of material submitted by an Advertiser – including, without limitation, any and all attorneys' fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, or copyright and trademark infringement.

Advertiser and advertising agency agree to pay charges for advertising published at its discretion. Rates, conditions, and space units may change without notice.

I understand the terms of this contract (please sign below):

Signature

Print

Date