

NICA News

2020 Monthly Ad Insertion Order

Company Name: _____

Contact Name: _____

Bill to: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Special Instructions: _____

WHEN PROMOTING YOUR BUSINESS WITH NICA, YOU...

- **REACH YOUR TARGETED AUDIENCE** through national exposure to key decision makers.
- **GAIN NAME RECOGNITION** via our publications, website, and sponsorships available at industry events.
- **RECEIVE A SUPERB VALUE** through quality marketing opportunities.

Insertion Order Rates valid through December 31, 2020



National Independent Concessionaires Association, Inc.
"Together We Can!"

Ad Rates per monthly insertion

- Center spread..... \$1,750*
- Inside front/back cover \$1,000*
- Full page \$750*
- 1/2 page \$475
- 1/4 page \$300
- 1/6 page \$200
- Business card \$135

Premium Positions

* Subject to availability. If interested, contact us at (813) 438-8926 or graphics@nicainc.org

Ad Sizes per monthly insertion

- Full Page..... 7.5"w x 10"h*
- Full (0.25" bleed) 9"w x 11.5"h*
- 1/2 page horizontal..... 7.5"w x 5"h
- 1/2 page vertical 3.75"w x 10"h
- 1/4 page..... 3.75"w x 5"h
- 1/6 page..... 7.5"w x 1.5"h
- Business card..... 3.5"w x 2"h

Run a minimum of 6 ads with a signed Insertion Order in one calendar year and receive 1 complimentary ad of the same size. Complimentary ad not available in Membership Directory. Contact us for additional specials or opportunities.

Run Dates

- | | |
|---|--|
| <input type="checkbox"/> January/February** | <input type="checkbox"/> September |
| <input type="checkbox"/> March** | <input type="checkbox"/> October |
| <input type="checkbox"/> April | <input type="checkbox"/> November** |
| <input type="checkbox"/> May | <input type="checkbox"/> December** |
| <input type="checkbox"/> June | <input type="checkbox"/> Membership Directory*** |
| <input type="checkbox"/> July | |
| <input type="checkbox"/> August | |

Year(s): _____

** Convention Issues

*** Published in October. Directory pricing available upon request. Limited space is available so reserve your spot today!

Ad Artwork Specifications

- 300 DPI, CMYK Color, Flattened
- Full page ads that fit the whole page must contain a 0.25" bleed.
- Formats accepted: .pdf, .png, .jpg, .jpeg, .tif, .tiff, .psd, .ai, .svg, .eps
- Digital Ad Artwork may be emailed directly to communications@nicainc.org or uploaded to our DropBox account.

Insertion Order & Ad Artwork Deadline

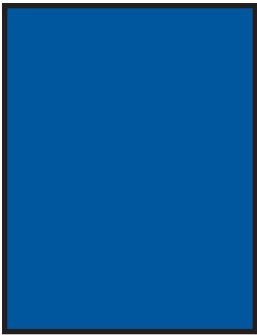
30 days prior to the month's issue you would like the advertisement to run. For example, the deadline will be March 1st for the April issue.

Signature _____

Date _____

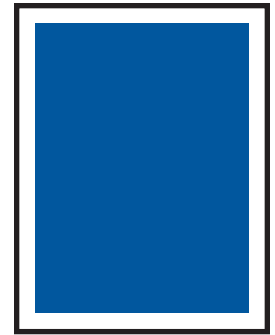
Your Ad Will Look Great!

Full Page

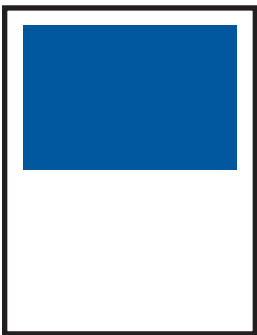


Full Page with
0.25" Bleed: 9" x 11.5"

Full Page with
No Bleed: 7.5" x 10"

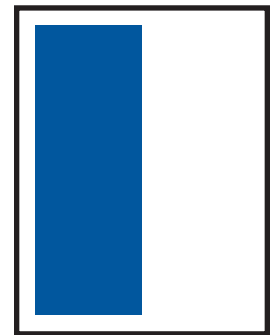


Half Page

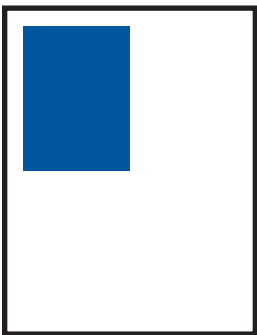


Horizontal: 7.5" x 5"

Vertical: 3.75" x 10"

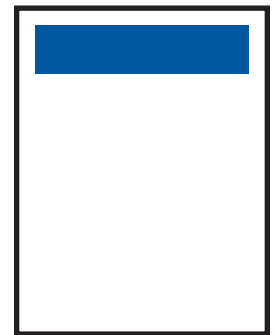


Quarter Page



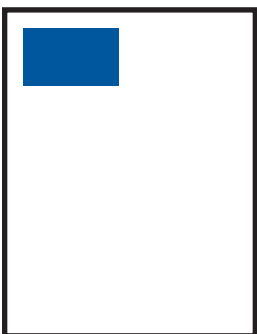
3.75" x 5"

Sixth Page



7.5" x 1.5"

Business Card



3.5" x 2"



NICA News is a publication published monthly by the **National Independent Concessionaires Association, Inc.** and contains personal interest stories, messages from the Board of Directors, information on current industry issues and concerns, photos, and advertising from many companies that support NICA's programs, philosophy, and events.



National Independent
Concessionaires Association, Inc.

"Together We Can!"