

# NICA Membership Directory

## 2022 Annual 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, 2022



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

### Ad Rates per insertion

- Back Cover ..... \$2,000\*
- Inside Front / Back Cover ..... \$1,500\*
- Full page: Color Tab ..... \$1,000\*
- Half page: Color Tab ..... \$600\*
- Full Page: B/W ..... \$550
- Half Page: B/W ..... \$325
- Quarter Page: B/W ..... \$250

### Color Cover, Tab & Ad Sizes

- Full Page Cover (Bleed) ..... 6" w x 9" h\*
- Full Page Tab (Bleed) ..... 5.25" w x 9" h\*
- Full Page Tab ..... 4.75" w x 8.5" h\*
- Half Page Tab ..... 4.75" w x 4.25" h\*

### Black & White Ad Sizes

- Full Page ..... 4.25" w x 7.5" h
- Half Page (H) ..... 4.25" w x 3.75" h
- Half Page (V) ..... 2.125" w x 7.5" h
- Quarter Page (H) ..... 4.25" w x 1.875" h
- Quarter Page (V) ..... 2.125" w x 3.75" h

### Premium Positions

\* Subject to availability. If interested, contact (813) 438-8926 or [communications@nicainc.org](mailto:communications@nicainc.org)

### 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](mailto:communications@nicainc.org) or delivered via DropBox, Google Drive, etc.

See next page for more size information.

### Insertion Order & Ad Artwork Deadline

**December 17, 2021**

For more information, please contact the NICA Office at (813) 438-8926 or email us at [communications@nicainc.org](mailto:communications@nicainc.org)

Signature \_\_\_\_\_

Date \_\_\_\_\_

# Your Ad Will Look Great!

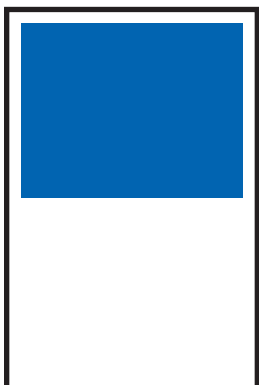
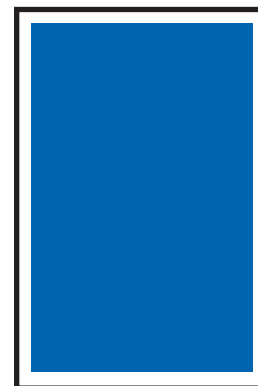
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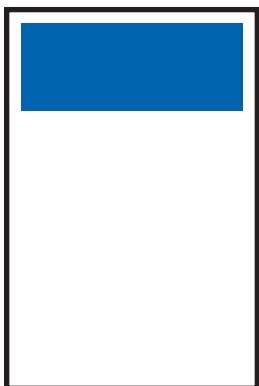
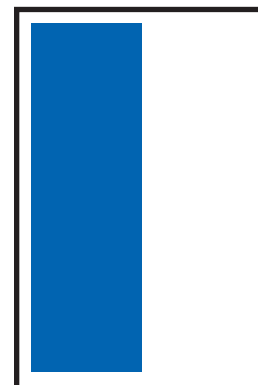
## Full Page

Cover / Inside Cover (0.25" Bleed): 6"w x 9"h  
Color Tab (0.25" Bleed): 5.25"w x 9"h  
Color Tab (No Bleed): 4.75"w x 8.5"h  
Black & White (No Bleed): 4.25"w x 7.5"h



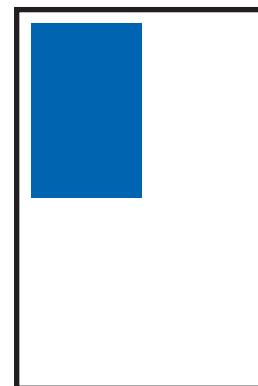
## Half Page

Color Tab: 4.75"w x 4.25"h  
Black & White (Horizontal): 4.25"w x 3.75"h  
Black & White (Vertical): 2.125"w x 7.5"h



## Quarter Page

Black & White (Horizontal): 4.25"w x 1.875"h  
Black & White (Vertical): 2.125"w x 3.75"h



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Concessionaires Association, Inc.

*"Together We Can!"*